

JOB DESCRIPTION

SOCIAL MEDIA MANAGER

**HOW TO MAKE THE MOST
OF YOUR SMM USING THIS
5R JOB DESCRIPTION
DOCUMENT**

- ✓ Content curation
- ✓ Audience Engagement
- ✓ Lead generation



SOCIAL MEDIA MANAGER

EXECUTIVE SUMMARY

ROLE

As our social media manager, you will play a vital role in shaping our company's online presence. You'll be responsible for creating and implementing social media strategies that not only promote our brand but also engage and connect with our audience. We're looking for a rock star SMM who is up-to-date with the latest trends and technologies, and who can bring fresh ideas to the table. Your ability to maintain a consistent brand voice across all platforms will be key to your success in this role. If you're passionate about social media and have a proven track record of managing successful campaigns, we'd love to hear from you!

SOCIAL MEDIA MANAGER

RESPONSIBILITIES

As our social media manager, your main responsibilities will include:

- **Content Curation:** Creating engaging text, image, and video content for our daily social media posts using our branding guide and content calendar management system. You'll also have the opportunity to recycle old blog content into visually appealing infographics.
- **Audience Engagement:** Engaging with our audience by acknowledging and thanking them for their support. You'll help build a strong relationship with our followers and create a sense of community around our brand.
- **Lead generation:** Directing our social media contacts to our private messaging system where you can engage with potential customers directly and help drive sales. You'll have many free resources to offer, and your communication skills will be key to successfully converting leads into customers.

By fulfilling these duties, you'll be a vital part of our team and help us achieve our online goals.

SOCIAL MEDIA MANAGER

RESPONSIBILITIES

On a daily basis, you will be responsible for:

- Engaging with our audience on social media platforms and responding to their inquiries or comments in a timely manner. This will help us to build a strong relationship with our followers and keep them engaged with our brand.
- Updating our daily metrics to track our social media performance. You'll keep track of our engagement rates, follower growth, and other key performance indicators (KPIs) that measure our success.

On a weekly basis, you will be responsible for:

- Preparing insight reports that analyze our social media performance and present them during our marketing meetings. This will help us identify areas for improvement and refine our social media strategy.
- Updating our weekly metric numbers to measure our success. You'll analyze our data and make recommendations for how we can improve our performance.

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RESPONSIBILITIES

Weekly continue...

- Preparing blog post content for the following week. This will include brainstorming ideas, creating outlines, and drafting posts for our blog.
- Scheduling social media posts using our content calendar management system. You'll ensure that our content is posted at optimal times to reach our target audience.

On a monthly basis, you will be responsible for:

- Updating our content calendar by preparing a daily tasks template. This will help us stay organized and ensure that our social media content is posted consistently and on schedule.
- Researching content themes and topics for the following month. You'll analyze current trends and user preferences to create content that is both timely and relevant.
- Preparing a social media campaign proposal that we can launch in the next month. This will include creating a campaign strategy, identifying target audiences, and outlining campaign goals and metrics.

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RESULTS

Our key performance indicators that demonstrate our social media success are as follows:

- 1 private message lead generated per week: You'll use your communication skills to engage with potential customers and direct them to our private messaging system where we can nurture them into leads.
- 10 new group members per week: You'll help us grow our community by consistently attracting new members to our social media groups.
- 1 client closed per month: You'll work with our lead generation specialist to identify potential clients and help close deals through effective communication and relationship building.

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RESULTS

To measure your progress, we've set the following milestones:

- First month: You'll be able to post all post types consistently across all our social media accounts, helping us to build our brand awareness and reach.
- Second month: You'll begin engaging with our audience by responding to comments, starting conversations, and directing people to our private messaging system. This will help us build stronger relationships with our followers and generate more leads.
- Third month: You'll start bringing in leads for our lead generation specialist to nurture. You'll use your social media expertise to identify potential customers and initiate conversations that can lead to sales.
- Sixth month: You'll have helped us close a deal. Your consistent efforts in social media management will have helped us build our brand, grow our community, and generate leads that can be converted into sales.

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REQUIREMENTS

- **Social Media Experience:** A social media manager should have extensive experience with social media platforms like Facebook, Twitter, Instagram, LinkedIn, YouTube, and others. They should be familiar with best practices for each platform, and be able to develop and execute social media strategies that engage audiences and achieve business goals.
- **Content Creation:** A social media manager should be able to create high-quality content in various formats, including images, videos, infographics, and blog posts. They should be able to develop content that is engaging, informative, and aligned with the brand's tone and voice.
- **Communication Skills:** A social media manager should have excellent communication skills, both written and verbal. They should be able to craft compelling social media posts, respond to comments and messages in a timely and professional manner, and build relationships with customers and influencers.

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REQUIREMENTS

- **Analytical Skills:** A social media manager should be able to analyze social media metrics and use data to optimize social media strategies. They should have experience with social media analytics tools like Hootsuite, Google Analytics, and others.
- **Project Management Skills:** A social media manager should have experience managing multiple social media projects simultaneously, be able to prioritize tasks, and meet deadlines. They should be able to work effectively both independently and as part of a team.
- **Flexibility:** Social media is a dynamic environment, and a social media manager should be able to adapt quickly to changes in social media algorithms, trends, and user behavior. They should be willing to experiment with new ideas and approaches to improve social media performance.
- **Marketing Knowledge:** A social media manager should have a basic understanding of marketing concepts and principles. They should be able to align social media strategies with overall marketing goals and contribute to the development of marketing campaigns.

SOCIAL MEDIA MANAGER

REPORTS TO

Marketing Head

COMPENSATION

OUR SALARY GUIDE

Remote Staff Levels	Junior (0-1 year online experience)			Intermediate (1-3 years online experience)			Specialist (3-5 years online experience)		
	40	80	160	40	80	160	40	80	160
TOTAL HRS WORK / MON	40	80	160	40	80	160	40	80	160
General Admin VA	\$250.00	\$450.00	\$850.00	\$350.00	\$650.00	\$1,250.00	N/A	N/A	N/A
Executive Assistant	N/A	N/A	N/A	\$499.00	\$879.00	\$1,579.00	\$599.00	\$1,099.00	\$2,100.00
Operations Manager	N/A	N/A	N/A	\$499.00	\$990.00	\$1,900.00	\$649.00	\$1,229.00	\$2,299.00
Jr. and Sr. Marketing Tech	\$359.00	\$750.00	\$1,400.00	\$649.00	\$1,229.00	\$2,299.00	Request quote		
Social Media Admin/Manager	\$300.00	\$599.00	\$1,129.00	\$499.00	\$990.00	\$1,900.00	\$649.00	\$1,229.00	\$2,299.00
Social Media Growth Manager	N/A	N/A	N/A	\$599.00	\$1,099.00	\$2,100.00	\$649.00	\$1,229.00	\$2,299.00
FB Ads Manager	N/A	N/A	N/A	\$599.00	\$1,099.00	\$2,100.00	\$649.00	\$1,229.00	\$2,299.00