

What Does a Social Media Manager Do All Day?



Qualifications, Requirements, and Job Description for the Perfect Candidate

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Job Description

A Social Media Manager will develop and execute Our Company's Social Media strategies focusing on building our brand, contributing to increased inbound sales, and high quality communication with current and prospective customers, resulting in meaningful access to our product. In other words, orchestrate all Social Media venues in one integrated marketing campaign.



Responsibilities

- Developing clear and measurable objectives for increasing sales through Social Media avenues. Find and track the essential statistics that indicate a realistic ROI
- Find ways to make our company memorable
- Connect our brand's advantages to customers' motivations for buying

- Increase our fan base on social media and other broad based internet platforms
- Engage with customers and pre-customers
- Improve the ways we take care of our clients
- Study patterns of conversion and respond with appropriate tactics. Turn skeptics into evangelists



Day-to-Day Activities

- Manage marketing campaigns on social media
- Create or oversee the creation of relevant content that reaches our audience
- Monitor and respond to online conversations
- Cultivate our community of customers through offers, news, etc.

- Compose blog entries and promote blogs that connect to us
- Create or manage design opportunities, e.g., Facebook fan page, profile pictures, landing pages, blogs, Twitter feed, etc.
- Report on sales resulting from your work
- Advocate for our brand in social media arenas by participating in dialogues, threads, comments, posts
- Develop marketing strategies and link success to testing and measurements
- Solicit and coordinate a beneficial online customer review process across multiple networks
- Respond to negative reviews according to policy
- Act as a feedback conduit to sales, marketing and delivery, report on problems or successes that are being discussed online
- Keep up with best practices, trends, new channels, tools and apps
- Analyze campaigns, content, especially qualitative responses and translate into feedback for revising future similar campaigns



Qualifications

- General familiarity with traditional marketing. A current marketing degree is useful, but not essential
- Creative and thorough use of social media for mass communication. Candidate should supply links and examples of work
- Ability to move between the analytical and creative sides of a project with ease
- In-depth knowledge of both established and newer social media platforms, their methods, participants, strengths and weaknesses as it applies to a specific campaign or scenario
- Excellent writing and personal communication skills
- Working knowledge of multimedia production (audio, video, graphic design) in the context of social media marketing
- Demonstrates commitment to account relationships, has ideas about improving this in your company
- Team player, delegator, manager concerning creating and editing content, branding, reputation management. Also takes direction well, responsive to both company and customer concerns

- Quick learner- can acquire and use new tools as they are available. Curious about new approaches, apps, systems
- Progressive knowledge of SEO principles and how Search relates to Social Media Marketing
- Functional knowledge of content management systems (Wordpress, Joomla!, Drupal)
- Customer service training and or experience. Can provide details about ways they have identified an issue and applied conflict management principles



Want to Know More?

United WebWorks specializes in Inbound Marketing services, from social media, Pay Per Click, email and content Marketing, to SEO, web design and more!

If you would like some more information of a free consultation, give us a call. We can turn your web presence into a high performance revenue generator.



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