Content Marketing Template | [Orbit Media Studios](http://orbitmedia.com/)

**Instructions**

This is the marketing job description template. You’ll need to make a copy of this document for your own use. (File > Make a Copy)

## SOCIAL MEDIA MARKETING MANAGER

Engage with communities and clients through social media channels, with the goal of web traffic, lead generation and revenue. Create, execute and revise social media strategy and social media marketing blueprint.

* Search optimization knowledge: strategy, gatekeeper, manager of voice and brand.
* Social media expert: determine / manage what types of content works best on what platform, optimizing content accordingly, as well as understanding the different nuances of each platform; know how to engage an audience through social media posts and interactions, and should, hopefully, find some joy in doing just that.
* Customer service: know how to best communicate with customers and audience members; handle all customer interactions; social media presence is your brand’s face online.
* Social media management: know how to use leading online tools to direct the marketing strategies.
* Copywriting skills: Creativity; convey ideas in a clear and precise way.
* Visual intelligence: knows what images will work, and when; have general knowledge of design in order to create visually appealing graphics to coordinate with appropriate posts; video an ever-increasing component of social media strategies.

Qualifications:

* 5+ years of experience in social media strategy and execution
* Strong understanding of the various audience types and best practices to optimize social engagement and drive traffic
* Excellent written and editorial skills
* Strong analytical skills, especially with respect to experimental design and analysis
* Familiarity with social platforms and popular social media management tools *(Hootsuite, Sprout Social, etc.)*
* Strong understanding of direct response marketing principles and methodologies
* Proven experience growing engagement organically
* BA / BS / MBA in Marketing, Journalism, Communications or related discipline required