

Social Media Manager

Job Description

We seek an experienced Social media manager to collaborate with your team of content developers and administer our social media accounts. You will be responsible for supervising and creating original video and text content, engaging with our followers and managing posts to accelerate our success via marketing goals.

We expect you to be well-versed in the latest digital technologies and social media trends. To be successful as a social media manager, you should have in-depth knowledge of SEO, analytics, and content management tools.

Responsibilities

This section is the most important and must contain only specific details based on the objectives. Here you will list out the responsibilities of the social media manager.

Some of the common social media manager responsibilities are as follows:

- Develop social media campaigns and define their KPIs
- Update content across various social media channels
- Engage with followers and customers
- Resolve customer queries
- Utilize social media marketing tools like Hoot suite and Sprout Social
- Keep an eye on the latest social media trends.
- Monitor SEO and traffic
- Analyse campaign data and web traffic metrics
- Strengthen relationships with social media influencers.
- Optimize content coming from content developers
- Communicate with stakeholders and senior management

Key Responsibilities:

- Curate creative content for Instagram, Facebook, LinkedIn, and Twitter
- Perform research on the latest audience preferences and the benchmark trends in the fashion industry
- Design and implement social media strategy that aligns with our business goals
- Define specific objectives and monitor ROI
- Curate, edit, publish and share engaging content daily.
- Monitor web traffic metrics and optimize for the same
- Suggest new features to promote brand awareness
- Collaborate with the sales, marketing, and customer service teams to ensure brand consistency
- Analyse key metrics using the latest management tools to boost sales

Social Media Manager Requirements:

- Bachelor's degree in Digital Marketing or a relevant field
- 3+ years of proven work experience as a Social media manager
- Proficiency in content management
- Excellent copywriting skills
- Solid knowledge of SEO and keyword research
- Expertise in Google Analytics and Hoot suite
- Knowledge of online marketing channels
- Excellent communication skills

Preferred Qualifications

Additionally, you can create a preferred qualifications section that includes some "good to have" qualifications, such as a master's degree in marketing, prior experience as a copywriter or content manager, and more.