

Social Media Manager Job Description

Duties and Responsibilities:

- Generate and publish captivating content via different social media platforms on a daily basis
- Communicate with followers and respond to their questions, complaints and/or suggestions
- Oversee the design of each of the company's social media account
- Stay abreast with current social media trends
- Work hand-in-hand with other teams or departments within the company so as to have an all-encompassing marketing strategy, which portrays brand consistency
- Carry out research as regards followers/audience preferences when it comes to social media output.

Social Media Manager Requirements – Skills, Knowledge, and Abilities

- Excellent communication skills on all fronts
- Possession of great interpersonal skills
- Must display a high level of creativity and innovation
- Must be willing and able to work in a team setting and have the ability to lead a team if the need arises
- Must be conversant with Web designing tools and other related computer programs
- Good analytical and organizational abilities
- Must be knowledgeable when it comes to online marketing channels
- Should be someone that pays keen attention to details at all times
- Must have top-notch copy-writing skills to be able to create great content
- Must be open to criticism and willing to learn from happenings within the industry in which the company/organization operates

- Must be constructive and show a high level of respect when responding to followers online
- Relevant experience in content management and/or copy-writing
- A minimum of 1 year work experience as a social media manager
- A degree in Marketing or any relevant field of study.