

Your Guide to Social Media Jobs

Meta: Find out about social media jobs, the several types of social media jobs and where to look for them.

Social media marketing is growing at such speed that it's become a big recruitment area and younger people (especially GenZ) are looking for social media jobs as their career choice. However, it's a relatively new area so it's hard to know which of the social media jobs will be right for you. Let [1394ta](#) help you find the right social media job role for you with this guide to social media jobs. The specialist in social media and growing online presence, we're where big brands go to [buy Instagram followers for \\$1](#) – genuine accounts guaranteed. We'll give you some guidance to launching a career in the industry, tell you what you might be expected to do and give you some tips. Hopefully, by the end of the piece, you'll have enough knowledge to know how to pursue a role in social media marketing and you'll understand what skills you need for social media jobs. There's plenty of opportunity out there, and the chance to grow your career with a high-quality brand too.

What Does a Career in Social Media Mean?

We can thank the growth of social media in the early 2000s for the industry that's now heavily recruiting. The likes of Facebook, Myspace, LinkedIn, and Twitter completely changed the social landscape, but it took a few years for businesses to adapt and change, they needed to understand how social media could positively affect their brand. Nowadays, more than 90% of business use social media platforms for highlighting their brands, generating leads, communicating with customers, conducting market research and even for shopping. To do this, they all have a social media marketing strategy and without one, they wouldn't be as successful. A brand with a strong social media presence will have:

- Good brand awareness
- Better sales
- Strong company reputation
- Better customer service
- A platform to broadcast to their consumers/followers

There are lots of social media jobs to help do all of the above. Getting a social media job could give you lots of responsibility and plenty of reward. If you enjoy social media, then it could well work for you.

Working in Social Media Marketing

There's plenty of variety working in social media marketing and some companies even have different job titles and descriptions. However, there are specific tasks that always come under the social media marketing umbrella, and it doesn't matter what industry the social media jobs. Sometimes though, with smaller companies you may have to take on more responsibility as staffing levels won't be as large as bigger sized companies but generally, the tasks are similar regardless of size of company.

Social Media Jobs – The Tasks

The following is a list of tasks that you may be expected to complete in a social media job:

- Creating content for posts, this might be video, images or words (copywriting comes in useful)
- Promoting your company's brand, products, services across all social media platforms that they use
- Scheduling social media posts
- Creating social media marketing strategy
- Creating social media marketing campaigns
- Managing a budget for social media
- Doing pay per click advertising
- Analysis of post performances and campaigns
- Keeping your company's branding consistent across all departments

Of course, as with any career, these tasks may sound daunting to begin with but as you learn and grow in social media marketing you will soon be able to do all of the above without finding it too complicated. It comes with experience! If you love social media, then that's the first box ticked! You'll likely really enjoy a social media job.

What Are the Most Common Social Media Roles?

As far as the most common social media jobs, there will be some variance depending on the company when it comes to job titles and job descriptions. The following are the most common social media job titles that you'll come across when searching – and we've given you a brief description of what each social media job means.

The Social Media Manager

It's your job to create your brand's online presence and increase it through social media platforms. You may work with just one social media network or all of them and the types of platforms you use will depend on your company, its target market and what their voice is. Expect most companies to work with Facebook, Instagram, LinkedIn, YouTube, Pinterest, and Twitter. Younger brands are turning to TikTok and Snapchat.

Your role will be to monitor, moderate and reply to commentary. You'll also be responsible for pursuing partnerships with other brands and influencers. Additionally, you will be expected to create and post shareable content (this could be text, video, or pictures).

A company might expect you to have some previous experience and a love of social media. You'll also need to strategize and execute digital marketing campaigns plus analyze the results.

Community Manager

This is another social media job, and a community manager works hand-in-hand with a social media manager (although not all companies have both). A community manager's job is to build loyalty and build communities. There is overlap with social media management, but

social media management usually focusses on the content side whereas community management focusses on audience engagement and building relationships (online and offline) with customers and consumers.

Social Media Strategist

This is different to the social media job social media manager because it involves planning, developing, and executing a company's social media strategy. A social media manager tends to work on the day-to-day social media tasks. However, both work together a lot of the time. A strategist will create targeted advertising campaigns and gather customer data, analyze it and report on social media campaigns. A Social Media Strategist will use tools such as Google Analytics and HubSpot (www.hubspot.com) to help them with their job.

The Skills You Need for Social Media Jobs

You will need a collection of different skills when you apply for your first role in social media marketing but it's likely you have a lot of skills already and if you're job-changing, you'll find that you probably have plenty of transferable skills.

1 Analytical

If you're an analytical person this is a good skill to have. You'll need to know how to gather and measure data for all of your posts and social media campaigns. You'll also need to know how to read metrics and use the results to improve your company's social media presence.

2 Efficiency

You have to be efficient, there's no point in posting content that's too late or out-of-date so you'll need to schedule posts but equally, be able to quickly find something creative when you need to post immediately! Additionally you'll have to juggle lots of tasks at once and chop and change between each of your tasks plus be able to run multiple social media platforms all at once. Being cool, calm and collected helps. You'll also need to know the best companies to [buy cheap Instagram likes](#) and how to [buy likes on Instagram apps](#).

3 Flexible

If you only want to work 9 to 5pm then social media jobs may not be right for you because you'll likely have to work earlier and later to respond to commentary and get the best post engagement. Remember, while you can schedule your posts, customers are online after their working day – so you might have to sometimes be available to respond.

4 Have an Understanding of Trends

You'll need to know what trends are going viral, how your competitors use their social media and how users behave. If you like to know what makes people's minds tick, then you'll enjoy a social media job as it's great for understanding psyche too!

5 Communication

You will have to be comfortable with your communication skills as you'll need to communicate with everyone from management to consumers, influencers to other brands and more. You'll also have to communicate your company's voice on social media which is a part of having excellent communication skills.

6 Creativity

Being creative is very important because you'll need to produce lots of ideas for your social media posting and marketing campaigns. Your creativity will span out-of-the-box thinking and being very imaginative, but always in-line with your company's voice as above.

7 Time Management

Like efficiency, you need to be able to manage your time efficiently because you'll be so busy scheduling posts, analysing data, meeting deadlines, and having meetings. Being able to prioritize is vital too and comes under good time management skills.

Where to Find Social Media Jobs

The best place to find social media jobs is to look on job boards and raise an alert so you get notified when a new job is posted. Equally, www.Linkedin.com is a great place for job-hunting and to reach out to brands and companies. Also, make a list of all the companies you want to work for and check their websites for their available jobs. If you're struggling to find a job, ask for internships or even if you can spend a couple of weeks shadowing someone already in the role so you can gain a little experience and decide whether or not social media jobs are for you.