

Social Media Job Descriptions



Staffing for social media can pose a challenge, since the positions and job requirements are evolving. To help you in this area, we've created job descriptions for some of the most common positions. You can find additional job descriptions and salary information at creativegroup.com/SalaryCenter. For more information on social media staffing, or to get a copy of our new guide, *10 Questions to Ask When Staffing for Social Media*, contact The Creative Group office nearest you at **1.888.846.1668**.

Blogger

Responsible for opinionated, stylish writing and frequently posting new content to the Internet. Duties may also include developing and/or revising text for other venues, including online communities, press releases, web articles and video blogs. Must demonstrate the ability to write professionally for varied audiences and consistently meet tight deadlines. Experience with key words and meta tags is preferred. The right candidate will have excellent verbal and written communication skills, strong attention to detail, and prior blogging/Internet writing experience. Prior experience in journalism or marketing communications is preferred.

Community Manager/Online Community Manager

Acts as the frontline brand manager by interacting with customers and fans in real time on various web platforms. Duties also include acting as a liaison across the Internet; participating in minute-by-minute online conversations by answering questions, offering solutions and mediating conversations; and creating content for feeds and sparking discussion on various social networking sites. The right candidate will have excellent verbal and writing skills, HTML or CSS knowledge, the ability to work with cross-functional teams, a knack for research, a sharp wit and a willingness to work during nonstandard business hours. Prior experience in customer service, advertising, public relations or online marketing is preferred.

Director of Social Media

Responsible for developing and overseeing the execution of strategic social media and digital initiatives, including developing and managing viral marketing campaigns, creating and supervising high-profile channel accounts, and integrating interactive media into the overall business strategy. Other duties may include search engine optimization/search engine marketing (SEO/SEM) integration, monitoring and analysis of social media trends and their impact on the company brand, and supervision of an internal team. The right candidate will have a degree in communications, marketing or a related field; 8+ years of marketing or public relations experience (including demonstrable social networking experience); previous experience in the development and implementation of media planning and buying strategies within the advertising industry; and a strong familiarity with online marketing best practices.





Interactive Project Manager

Responsible for all phases of interactive project planning, design and execution, serving as the primary expert and point of contact for interactive platforms and system interfaces. Duties include working with cross-functional teams to design and deliver projects that meet the company's strategic vision and business objectives, and tracking interactive design, quality assurance and deployment. The right candidate will have 5+ years of experience managing web-based projects, a proven track record of interactive project delivery and demonstrable knowledge of Internet technical protocols such as HTML, JavaScript, XML, web publishing and database structure. Experience with Microsoft Project, Visio and Excel is preferred. Must have excellent communication and organizational skills.

Interactive Strategist/Social Media Analyst

The analyst will communicate marketing analytics, including Internet trends, site features and best practices, and will report results to agency staff and possibly interface directly with clients. Other responsibilities include performing web and email data analysis on behalf of assigned accounts. The objective of this role is to provide creative insight and offer solutions that support the client's business objectives. The right candidate will have 3+ years of online, interactive marketing experience; extensive knowledge of analytics and web strategy execution; and familiarity with online branding, media and campaign management, online search, and cross-channel strategies.

Podcaster

Responsible for writing/developing, recording, editing and preparing podcasts for Internet publication. Other duties may include researching material, scheduling guest speakers and coordinating content reviews with senior staff. The right candidate will have 3+ years of experience working with audio/visual production equipment and other multimedia tools used to distribute podcasts online.

SEM (Search Engine Marketing) Specialist/Manager

Responsible for identifying search engine marketing business opportunities based on competitive research, industry data/trends and key performance metrics of current marketing campaigns. Additional responsibilities may include building search engine volume and efficiency forecasts, initiating tests (keyword bids, ad copy, landing pages) to improve key metrics (click, search, convert), making recommendations on keyword selection, and managing relationships with SEM partners. The right candidate will have 7+ years of marketing or related experience, applied analytics sensibility with proven ability to make profitable decisions based on data, and an entrepreneurial spirit.





SEO (Search Engine Optimization) Specialist/Manager

Responsible for managing the optimization strategy, including link-building, content development, social media and vendor consulting. Additional duties include leading and managing the implementation of all SEO recommendations, and acting as the natural search subject matter expert, tying in social marketing and content strategies to Facebook, video, discussion boards, blogs and other user-generated content initiatives. The right candidate will have a bachelor's degree in business or marketing, and 5+ years of online marketing experience with a minimum of 3 years managing SEO efforts. Expertise with web analytics tools and web technology implementation is necessary.

Social Media Account Manager/Channel Manager

Responsible for setting up social media accounts and maintaining daily activity. The account manager will influence customer behavior across new media channels, analyzing client-initiated conversations and advising appropriate marketing, sales and contact center teams as needed. Additional duties include developing content for posting on all designated social media outlets, monitoring online competitor presences/perceptions, researching new blogs and channels for relevance/trend identification, reporting "chatter" and other relevant online data, and maintaining posting schedules. The right candidate will have a degree in journalism, videography, public relations, marketing communications and/or 1+ year of experience in marketing. Strong written communication skills are necessary, with an emphasis on grammar/spelling excellence.

Social Media Coordinator

Responsible for daily posts/tweets to all applicable social media outlets. Other duties include coordinating the marketing calendar with online activity, tracking social media influence measurements, partnering with other departments to ensure proper online messaging and relevancy, ensuring consistency of messages across multiple networks, preparing reports to update internal staff on usage statistics, and continuous monitoring and coverage of all sites. The right candidate will have a degree in marketing, journalism or new media, possess excellent verbal and written communication skills (including proofreading), and have expert knowledge of social networking channels.

Social Media Planner

Responsible for developing strategic proposals for digital advertisers, coordinating with media team on inventory availability, allocating the budget according to client objectives, using market intelligence to build plans and translating/evaluating social media activity into performance metrics. Other duties include developing innovative media content across web, mobile and email platforms. The right candidate will have 2+ years of marketing or advertising experience, be creative and possess excellent written communication skills.





Social Media Product Manager

Responsible for creating an online product experience for customers, including developing innovative marketing/merchandising solutions. Duties include driving social media product definitions, customer needs and technological capabilities into strong social media applications; prioritizing application/feature development across multiple sites; leading cross-functional teams; measuring product performance; and identifying key levers of improvement, including design and analysis of relevant reports and continuous monitoring of the competitive landscape. The right candidate will have a bachelor's degree in marketing or a related field, 2+ years of experience in product management, excellent written and verbal communication skills, and a proven track record of successful product launches.

Social Media Specialist

Responsible for defining and executing a specific social media strategy. Duties may include cultivating new communities and managing branded online communities on the company's behalf using Facebook, MySpace, Twitter, YouTube and other social media. The specialist will provide relevant content daily while tracking metrics and monitoring relevant conversations. The right candidate will have a bachelor's degree in marketing, advertising, communications, anthropology or business administration, and 3+ years of experience in marketing, public relations, advertising or a related field. Additionally, the candidate must possess a solid understanding of the social media universe, including YouTube, Twitter, Flickr, StumbleUpon, Delicious, Digg, reddit, forums, wikis and blogs.

Web Analytics Specialist

Responsible for analyzing and publishing online data and making recommendations using web analytics applications. Duties include providing both internal and external clients with insights and information needed to make sound business decisions surrounding the online space, developing and executing best practice analytics strategy, and implementing new functionality as needed to deliver sound analytics support. The specialist also will produce reports and offer actionable recommendations that can maximize site rankings and increase brand visibility. The right candidate will have experience managing web analytics applications (e.g., Google Analytics, Omniture, Webtrends, Alexa, comScore), possess superior analytical ability, and have a curious mind, as well as 3+ years of experience with web technologies and marketing analytics.



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