

Social Media Manager

Social Media Managers communicate with organisations' customers and clients through social media channels.

ANNUAL SALARY

£23,000 to £75,000

Average UK salary in 2018 was £29,588 (source Office for Statistics)

WORKING HOURS

37 to 40

+5%

FUTURE EMPLOYMENT

There will be 5% more Social Media Manager jobs in 2023.
[In your local area](#)



What's it all about?

What you'll do

You'll monitor and upload content to sites like:

- Facebook and Twitter
- Instagram and Pinterest
- YouTube and Vine

Your day-to-day duties may include:

- updating social media sites
- writing blogs, articles and posts
- responding to social media posts and developing discussions
- checking online for company mentions and customer feedback
- searching for interesting posts, news and articles to attract site visitors
- overseeing competitions and campaigns promoting your company
- taking part in conferences and group chat relevant to your industry or company
- educating other staff on social media use
- promoting social media use within your company
- developing strategies to increase your audience
- using social media tools like Hootsuite, TweetDeck or Buffer to manage multiple sites
- using web tracking tools like Google Analytics, Social Report or Bitly

Entry requirements

University

There are no set requirements but some employers may expect you to have a degree. Relevant subjects include:

- advertising
- media and communications
- digital marketing
- journalism
- public relations
- business management

Apprenticeship

You could do a digital marketer advanced or degree apprenticeship, or a digital community manager higher apprenticeship.

You'll usually need:

- 5 GCSEs at grades 9 to 4 (A* to C), usually including English and maths, for an advanced apprenticeship
- 4 or 5 GCSEs at grades 9 to 4 (A* to C) and A levels, or equivalent qualifications, for a higher or a degree apprenticeship

Other Routes

You could get into this job without a degree if you have the skills and experience in areas like marketing, advertising or PR.

You can do college courses in social media and business.

You could also start as an assistant manager and work your way up.

You'll usually need some knowledge and experience of social media. To get experience you could:

- manage your own social media profiles
- volunteer to manage social media for a charitable organisation
- ask to get involved in social media sites of the company you already work for

You'll need excellent IT skills as you'll be using social media software and tools. You'll also need knowledge of search engine optimisation (SEO) methods and 'key' or 'searched for' words to drive more users to your social media site.

Experience of graphic design and digital editing software can help. You can use these skills to make your social media posts better by adding videos, photos and infographics.

[iCould](#) has a video interview with a social media assistant.

Employment by region

Region	Jobs
South West	3,374
Wales	1,058
Yorkshire and the Humber	3,210
South East	8,166
North West	3,969
West Midlands	3,723
Scotland	2,369
East Midlands	3,064
East of England	4,344
London	18,301
North East	1,190

Salary

£23,000 to £75,000

Starter salary: £23,000

Experienced salary: £25,000 to £35,000

These figures are a guide.

Working hours

37 to 40

You'll usually work normal office hours, 9am to 5pm, Monday to Friday. You may need to work evenings and weekends when working on a campaign or with deadlines.

If you're freelance, you may work longer hours depending on the needs of your clients and the amount of work you take on.

You'll be based in an office and spend a lot of time working on a computer. You may also attend meetings and make presentations about your work to clients or colleagues.

Career path and progression

With experience, you could move into managing social media for larger companies or progress to a senior or head social media manager job.

Further information

You could also do qualifications through professional bodies like [The Institute of Direct and Digital Marketing](#) and [The Chartered Institute of Marketing](#) to help improve your prospects.

You can find out more about social media careers through [The Chartered Institute of Marketing](#).