

## **SOCIAL MEDIA MANAGER**

### **Social Media Manager duties and responsibilities**

Develop Reboot Youth Hub's Social Media Strategy

Content Creation

Online Marketing Strategy

The duties and responsibilities of Social Media Managers can cover multiple disciplines. Their day-to-day tasks can include the following tasks:

Developing social media strategies with the aim of increasing Reboot Hub's brand awareness and customer engagement

Analysing the long-term needs of the company's social media strategy and offering quarterly reports to the management and executive teams, outlining any necessary changes to the overall digital marketing plan

Creating captivating content for our organisation's social media sites, which may include writing blogs, articles, posts and multimedia content.

Staying up-to-date with the latest social media trends and digital technologies.

Developing monthly reports on emerging social media trends that will be submitted to the management and executive teams.

Developing and overseeing competitions and campaigns to draw attention to a brand

Setting measurable goals for campaigns, measuring and showing the Return on Investment (ROI)

Monitoring and responding to customer feedback, comments and social media posts

Managing a social media team and guiding junior members

Liaising with other departments and creatives to create a holistic and effective online marketing strategy