

Career of the Month: Social Media Manager



Minimum qualifications

An undergraduate degree



Typical salary (with experience)

£20 – 30k



Competition for places

High



Demand for this role

Medium

Social media managers promote and manage their client's online presence through channels such as Twitter and Facebook.

Useful skills and qualities:

Highly motivated

Technically minded

Creative

A good communicator

Full of initiative

Related interests:

Business

Media & Internet

Things to consider



Rewarding

It can be very satisfying to see successful campaigns go viral.



Unpredictable/unstable profession

Social media and digital marketing is a new and very fast-paced industry and the role of social media manager may be taken over by other pre-existing departments.



Make a difference

A successful social media campaign could go global and really affect people's perceptions of a product or company.



Little progression opportunity

Owing to it being a new industry, the career path for new social media managers is not clear.

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