

## 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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