

Social Media Manager Job Description

(www.odesk.com)

Our company is looking for a social media manager to manage our Facebook fan page, communicate our brand's core values and beliefs and build long-term relationships with our clients and prospective clients.

Our objectives:

- growth of likes
- increase post reach and engagement
- generate leads
- trigger sales

Requirements:

- extensive social media management experience in the [enter your niche]
- deep industry insights
- marketing degree is welcomed but not required with relevant work experience
- demonstrate creativity and documented immersion in social media
- good communication skills
- excellent writing and language skills
- ability to convert fans into customers

Tasks

- research, develop and execute content calendars to reach our ideal clients
- monitor, listen and interact with users
- develop and expand our Facebook community
- compile report for management showing results (ROI)