

Social Media Manager

What is it?

Social Media Managers are responsible for planning, creating, and managing content across social media platforms like Instagram, TikTok, Facebook, LinkedIn, and X (formerly Twitter). They help businesses and organisations connect with their audiences, promote products or services, and build a strong online presence.

Qualifications/Experience Required:

You will require a degree or college course in **marketing, communications, media, or digital content creation**. You can also enter the field through a **Level 3 Multi-Channel Marketer Apprenticeship** or a **Level 4 Digital Community Manager Apprenticeship**. Many people start as **social media assistants, content creators, or marketing interns**. Volunteering to manage social media for a school, charity, or local business is a great way to build a portfolio.

Type of person who may be suited to this job:

- Creative and confident with digital tools.
- Strong writing and communication skills.
- Organised and able to manage multiple tasks.
- Interested in trends, branding, and audience engagement.
- Analytical and able to interpret data.

What the Work Involves:

- Developing strategies and campaigns to grow audiences.
- Creating and editing content like videos, blogs, and reels.
- Responding to comments, messages, and customer feedback.
- Using tools to schedule posts and manage multiple platforms.
- Analysing data to measure success and improve performance.

Future Prospects – Labour Market Information:

Social media is a fast-growing field, with a **4.8% increase in jobs expected by 2029**. With experience, you could become a **Head of Social Media, Digital Marketing Manager**, or work in **consultancy**. There are also opportunities to specialise in **influencer marketing, paid advertising, or content strategy**.

Typical weekly hours – 38 to 45 hours per week.

*Hours often include **evenings or weekends** to attend events or respond to live content.*

Money/Wage Guide:

- **Starting Salary: £25,000**
- **Experienced Salary: Up to £50,000**
- **Average UK Salary (2024): £37,430**

Related Opportunities:

- Digital Marketing Executive
- Content Creator
- Public Relations Officer
- Marketing Manager

Further Information:

- [National Careers Service – Social Media Manager](#)
- [Careerpilot – Social Media Manager](#)