



# Social Media Manager Job Description

(Remote, Contract/Project-Based)

At Digital Marketing Maven & Associates, we specialize in providing innovative marketing solutions that empower small businesses to succeed. As a full-service agency, we handle every aspect of digital marketing, from creative concepts to full implementation, delivering exceptional growth and results for our clients. If you're passionate about social media, creative communication, and driving brand success, join our dynamic and diverse team!

**Posting Title:** Social Media Manager

**Location:** Remote

**Position Type:** Contract/Project-Based

**Salary:** Competitive; based on experience

## Why Join Us?

- **Flexible Work Environment:** Work remotely with a flexible schedule.
- **Creative Team:** Be part of a dynamic team that values innovation and professional development.
- **Impactful Work:** Contribute to campaigns that help small businesses thrive and grow.

## Key Responsibilities:

- Manage, create, and schedule content for all social media platforms (e.g., Facebook, Instagram, LinkedIn, Pinterest, Twitter) to enhance brand identity and online presence.
- Develop and execute a strategic social media calendar, planning content weeks in advance.
- Create and curate engaging, relevant daily content that drives audience engagement and growth.
- Stay current with social media trends, tools, technology, and best practices to ensure the agency remains at the forefront of digital marketing strategies.
- Analyze key performance indicators (KPIs) across platforms to measure the success of campaigns and adjust strategies accordingly.
- Collaborate cross-functionally with other team members to ensure cohesive branding and content delivery.
- Track customer engagement and SEO performance to optimize content and campaigns for maximum reach and effectiveness.
- Build and maintain relationships with industry professionals, influencers, and key stakeholders on social media.

**Required Qualifications:**

- High school diploma or equivalent.
- Proven experience as a Social Media Manager or in a similar role.
- Strong understanding of social media platforms, tools, and strategies.
- Excellent verbal and written communication skills.
- Ability to analyze and interpret social media metrics and KPIs.
- Experience with social media management tools (e.g., Hootsuite, Buffer) and content creation tools (e.g., Canva).

**Desired Skills & Characteristics:**

- Creative thinker with the ability to generate fresh ideas and innovative content.
- Self-starter with strong critical thinking and problem-solving skills.
- Team player who can also work independently and manage multiple projects.
- Detail-oriented with a strong understanding of brand voice and consistency.
- Flexible and adaptable to changing project directions.
- Energetic, organized, and driven by a growth mindset.

**How to Apply:**

Are you ready to bring your social media expertise to our team? [Apply online here](#) by submitting your resume and a portfolio of your best social media work. We can't wait to see what you'll bring to the table!