



## Social Media Manager

### JOB DESCRIPTION

The Social Media Manager will implement the company's Social Media marketing. Administration includes content strategy, develop brand awareness, generate inbound traffic and cultivate leads and sales. The Social Media Manager is a highly motivated individual with experience and of a passion for designing and implementing KidoCode's content strategy, creating relevant content, blogging, community participation, and leadership.

### MAIN JOB TASKS AND RESPONSIBILITIES

- **Writing:** Social Media Managers will need to know how to write effective copy in a lot of different styles, for websites, Twitter, Facebook, etc. Knowledge of writing for Search Engine Optimization (SEO) is also needed.
- **Research:** Social Media Managers need to know what is happening in the fast changing world of social and digital media, what competitors are doing and what new measurement tools are being used.
- **Problem-Solving:** Social Media Managers figure out how to best communicate a company's message on different platforms, and sometimes might need to convey sensitive issues or deal with angry customers.
- **Organization:** Know the different platforms being developed and learn how to communicate, determine audience, and measure tactics.
- **Have technical skills.** Understanding computers, SEO, Internet access, and being tech savvy is necessary.
- **Manage Social Media marketing campaigns and day-to-day activities including:**
  - Curate relevant content to reach the company's ideal customers.
  - Create, curate, and manage all published contents (images, video, and written).
  - Monitor, listen and respond to users in a "Social" way while cultivating leads and sales.
  - Conduct online advocacy and open stream for cross-promotions.
  - Develop and expand community and/or blogger outreach efforts.
  - Oversee design (ie: Facebook Timeline cover, profile picture, thumbnails, ads, landing pages, Twitter profile, and blog).
  - Design, create, and manage promotions and Social ad campaigns.
  - Compile report for management showing results (ROI).
- **Become an advocate for KidoCode in Social Media spaces, engaging in dialogues and answering questions where appropriate.**



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- Develop a strategy and implement a proactive process for capturing customer online reviews. Monitor online ratings and respond accordingly.
- Monitor trends in Social Media tools, applications, channels, design, and strategy.
- Monitor effective benchmarks (best practices) for measuring impact of Social Media campaigns.

## QUALIFICATIONS

- Possess knowledge and experience in the tenets of traditional marketing. Marketing Degree is welcomed but not required with relevant work experience.
- Demonstrates creativity and documented immersion in Social Media.
- Proficient in content marketing theory and application. Experience sourcing and managing content development and publishing.
- Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound.
- Displays in-depth knowledge and understanding of Social Media platforms, their respective participants (Facebook, Twitter, Yelp, Google+Local, YouTube, Instagram, Pinterest, etc.) and how each platform can be deployed in different scenarios.
- Maintains excellent writing and language skills.
- Displays ability to effectively communicate information and ideas in written and video format.
- A team player with the confidence to take the lead and guide other employees when necessary.
- Maintains evident good technical understanding and can pick up new tools quickly.
- Maintains a working knowledge or principles of SEO including keyword research. Highly knowledgeable in the principles of "Search and Social".
- Demonstrates winning Social Customer Service techniques.