

This Is The Job: Social Media Manager

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



What is a Social Media Manager?

We're the voice behind brands on digital platforms. We engage with consumers on social media, implement content strategies, identify trends, and analyze data. We help brands to build their online presence, and keep users engaged.

This is what they do most days

I listen...

I monitor brands' social media pages to understand what users are saying about our clients.

I plan...

I assist with strategizing future social plans for maximum consumer engagement.

I connect...

When problems arise, I link consumers to clients through social media to ensure they receive the assistance they need.

In their own words:

“ I chose this role because of my passion for social media, pop culture, and online trends. I also love the psychological aspect of it; it's very interesting to me how consumers are affected by advertising and marketing.

What I love about this role is that it aligns with my interests, and it's different every day. There hasn't been a day that I haven't enjoyed my job or haven't been grateful for it.” - Angelique G.

Explore some of the skills you'll need.

- ✓ Expert knowledge of social media platforms
- ✓ Ability to maintain a consistent brand voice throughout each platform
- ✓ Implement content strategies
- ✓ Be able create content calendars
- ✓ Able to grow a brands online presence through meaningful engagement
- ✓ Ability to track trends and engagement statistics
- ✓ Work in conjunction with creatives and different campaigns
- ✓ Background in marketing

This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

To learn more visit thisisthejob.org