RETAIL SOCIAL MEDIA MANAGER

Job Description:

A Social Media Manager oversees a company’s interactions with the public through implementing content strategies on social media platforms. Their duties include analyzing engagement data, identifying trends in customer interactions and planning digital campaigns to build targeted marketing campaigns online. A Retail Social Media Manager has specific experience and knowledge of the retail industry and how best to apply sales data and customer demographic data to increase sales, subscriptions, and memberships.

Job Responsibilities:

* Using retail social media marketing tools to create and maintain the company’s brand
* Working with marketing professionals to develop social media marketing campaigns
* Interacting with customers and other stakeholders via the company’s social media accounts
* Analyzing the company’s digital marketing plan and social media strategy and identifying strategic weaknesses and making recommendations for improvements
* Researching social media trends and informing management of changes that are relevant to the company’s marketing activities
* Setting key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign’s performance against the KPIs
* Develop, implement and manage our social media strategy
* Define most important social media KPIs
* Manage and oversee social media content
* Measure the success of every social media campaign
* Stay up to date with latest social media best practices and technologies
* Use retail social media marketing tools such as Buffer
* Attend educational conferences
* Work with copywriters and designers to ensure content is informative and appealing
* Collaborate with Marketing, Sales and Product Development teams
* Monitor SEO and user engagement and suggest content optimization
* Communicate with industry professionals and influencers via social media to create a strong network
* Hire and train other in the team
* Provide constructive feedback
* Adhere to rules and regulations
* Present to Senior Management
* Interpret sales data and apply it to successful marketing strategies

Job Qualifications:

* Bachelors in marketing or related field required
* Masters in marketing or related field preferred
* Experience as a retail social media marketer

Opportunities in retail social media management are available for applicants without experience in which more than one retail social media manager is needed in an area such that an experienced retail social media manager will be present to mentor.

Job Skills Required:

* Understanding of the retail industry
* Excellent time management skills and ability to multi-task and prioritize work
* Attention to detail and problem solving skills
* Excellent written and verbal communication skills
* Strong organizational and planning skills
* Outstanding organizational and time management skills
* Resourcefulness and ability to problem solve
* Ability to multitask and prioritize daily workload and development procedures
* Outstanding communication and interpersonal skills
* Skilled in working with Microsoft Office
* Awareness of the sales and the marketing industry
* Understanding of advertising psychology
* Awareness of the different types of social media platforms and their value
* Understanding of the role of social media platforms in social influence