**SOCIAL MEDIA MANAGER JOB DESCRIPTION**

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| **EMPLOYER INFORMATION** |

**Name**: Aquarius Fragrance Co.

**Address**: 789 Hillcrest Lane, Los Angeles, CA 90001

**Phone**: (555) 555-5555

**E-Mail**: hello@aquarius.com

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| **EMPLOYMENT ELIGIBILITY** |

**Job Title**: Social Media Manager

**Reports to**: Ernesto Ramirez

**Job Location**: Corporate headquarters

**Start Date**: Sept. 1, 2021

**Job Type**:  Full-time  Part-time  Independent Contractor  Intern

**# of Hours**: 40 Hours per week

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| **JOB DESCRIPTION** |

Established perfume company seeks someone with social media savvy to help grow brand and reach new audience. Understanding of analytics and ability to reach young people essential. Will supervise a team of content producers and platform overseers.

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| **RESPONSIBILITIES AND DUTIES** |

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| * Research consumer preferences | * Predict potential controversies |
| * Develop written, visual conent | * Address user criticism |
| * Monitor audience engagement | * Build influencer/affiliate network |
| * Respond to emerging trends | * Grow platform reach |

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| **QUALIFICATIONS / REQUIREMENTS** |

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| * Deep knowledge of main platforms | * Passion for new brands and trends |
| * Ability to respond at odd hours | * Coding literacy |
| * Google Analytics certification | * Understanding of SEO principles |