

SOCIAL MEDIA MANAGER JOB DESCRIPTION

EMPLOYER INFORMATION

Name: Aquarius Fragrance Co.

Address: 789 Hillcrest Lane, Los Angeles, CA 90001

Phone: (555) 555-5555

E-Mail: hello@aquarius.com

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

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.

RESPONSIBILITIES AND DUTIES

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

QUALIFICATIONS / REQUIREMENTS

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