Jobs in Social Media

“Demand for Social Media Jobs is growing as more companies want to join the Social Media Community”

Many people try to stay off social media websites such as Facebook or Twitter while working, knowing that if their employer sees them they’ll get lectured about putting more time and effort into their work. But some jobs require you to be on Facebook and Twitter and getting paid for having the most retweets.

You’re in luck. This workplace daydream is a career reality. Demand for social media jobs is growing as more companies want to be part of the social media community. The world’s dependency on technology, the pervasiveness of social media and the need to drive sales and expand into new markets are all driving a double-digit growth. Consequently there will be a need for more workers to maintain an organization’s public image.

The following are 8 jobs that either directly relate or involve social media.

1. **Advertising, Promotions and Marketing Manager**
   These people plan programs to generate an interest in a product or service. They work with art directors, sales agents and financial staff members. They plan, direct and coordinate advertising and promotion campaigns and to introduce new products to the marketplace as well as to manage digital media campaigns which target customers through websites, social media and live chats. The Bureau of Labor Statistics reports the average salary for Managers is $108,260

2. **Blogger**
   Bloggers are responsible for opinionated, stylish writing and frequently post new content to the internet. Duties may include developing/revising text for other venues including online communities, press releases, web articles and video blogs. Median salary is $55,420 BLS

3. **Community Manager**
   These people create and execute social media strategies designed to accomplish real business objectives for brands. According to social media education company Social Fresh, the average annual salary for a community manager is $61,800.

4. **Content Marketing Manager**
   These managers write and promote business blogs. In order to increase their clients success rates managers need to write quotes and pick topics that are going to inspire shares and retweets on major social media channels. They watch conversations on Twitter to figure out which topics are driving conversations, write blog articles about these topics and respond to questions and retweets. CBSSalary.com reports the average salary as $56,752

5. **Meeting, Convention and Event Planner**
   These people coordinate all aspects of professional meetings and events. They choose locations, arrange transportation and coordinate other details. Planners must be familiar with computers, database software, budgets and online social media. BLS indicates the median annual pay is $45,260
6. **Public Relations Manager and Specialist**
   PR Managers and Specialists create and maintain a favorable public image for their employer or client. They write material for media releases, plan and direct PR programs and raise money for their organizations. “Growth of both will be driven by the need for organizations to maintain their public image in a high information age and with the growth of social media” according to the BLS. They report that the average salary is $57,550.

7. **Social Networking Analyst**
   A good portion of the Analyst’s time is spent engaging with customers and acquiring new followers and fans. They also scour the Web finding content that is most relevant to their follower base and will help to get a good conversation started. CBSSalary.com reports the national average salary is $82,070.

8. **Social Media Manager**
   These Managers are responsible for deciding what content to feature on social media channels including Facebook, Twitter, YouTube and LinkedIn. Daily tasks include posting, responding to community discussions and combating spam. Ongoing testing and strategies and techniques make up a large part of the day. According to CBSSalary.com the national average salary is $106,160.

From [www.careerbuilder.com](http://www.careerbuilder.com)