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SMM4WIN Project: “Social media marketing skills for fostering the inclusion and employability of young people with disabilities”, n° 2019-2-PL01-KA205-066133

**Training program “SMM: Social media marketing”
for young people with disabilities**

The course of advance level

Topic 1 – PART 2

“New Jobs in Social Media Marketing. The Future of Jobs”

Topic 1 Structure

Part 1. The Future of Jobs

Part 2. Jobs and Social Media: opportunities



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PART 2

Jobs and Social Media: opportunities

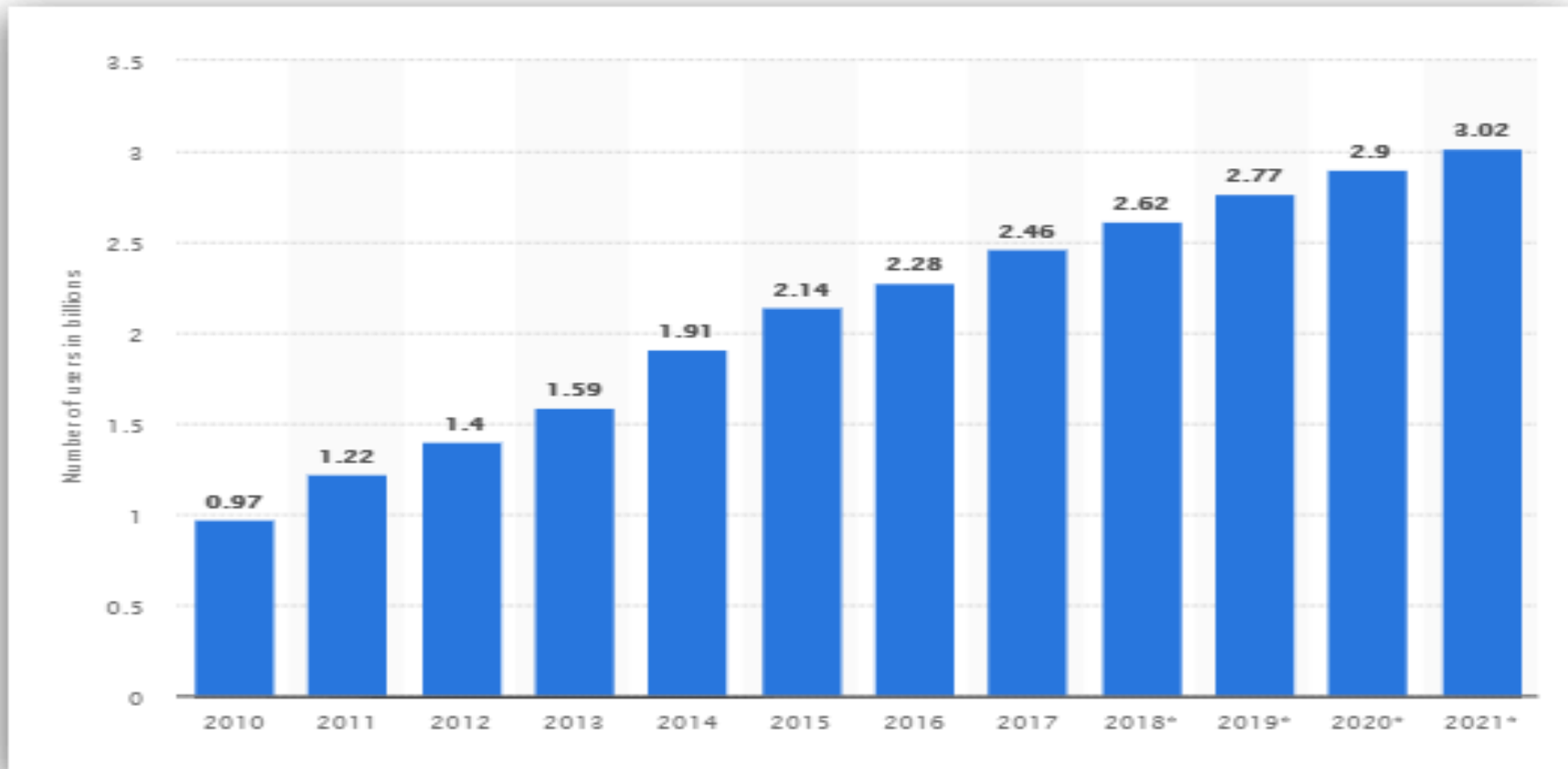


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SMM opportunities

Social media marketing jobs are one of the fastest-growing opportunities. And that's because SMM is a growing industry. It is expected that global social media users will cross 3 billion by 2021



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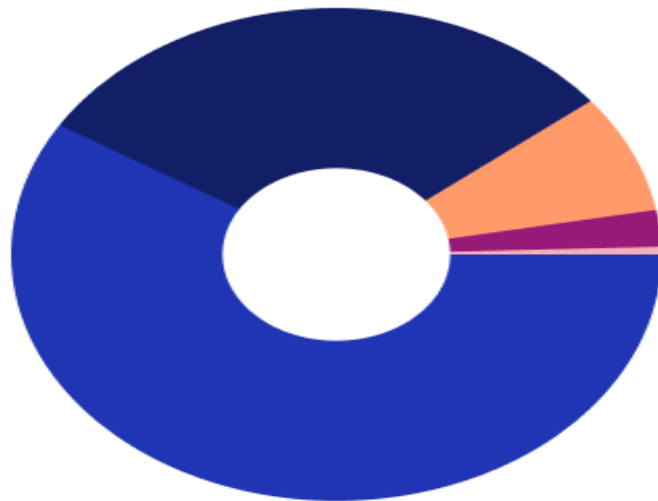


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Opinion of marketers

State of Social 2019 report by Buffer: 89.3% of marketers said that social media is very important or somewhat important to their overall marketing strategy

How important is social media to your overall marketing strategy?



- 58.8% ● Very important
- 30.5% ● Somewhat important
- 7.8% ● Uncertain
- 2.4% ● Unimportant
- 0.5% ● Very unimportant

State of Social Report / 2019
buffer.com/state-of-social-2019



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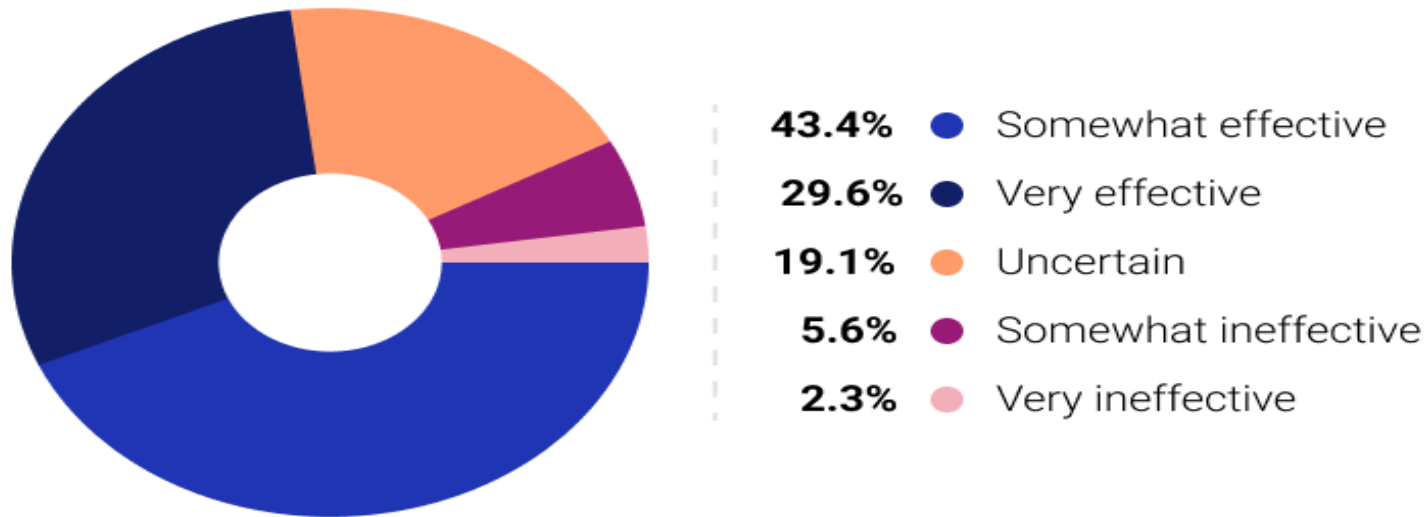


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Opinion of marketers

73% of marketers reported that SMM is very (or somewhat) effective for their businesses

How effective has social media marketing been for your business?



State of Social Report / 2019
buffer.com/state-of-social-2019



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SMM opportunities

Just one example

What
Job title, keywords, or company

Where
City, state, or zip code

Social Media Marketing 

Tip: Enter your zip code in the "where" box to show results in your area.

[Upload your resume - Let employers find you](#) Page 1 of 15,453 jobs

Social Media Specialist - Hurley
NIKE INC ★★★★★ 7,397 reviews
Costa Mesa, CA 92626

Strong understanding of social media communication styles.
As our Social Media Specialist, you will provide a premium and motivational experience by monitoring...

Nike Just posted [save job](#) [more...](#) Job match



SMM jobs (examples)

- SMM manager
- Blogger
- Targetologist
- Content marketer
- Community manager
- Others (new professions will continue to emerge)



SMM manager

- Develops ideas for posts
- Prepares content, posts, photos and videos
- Writes texts and creates graphics
- Communicates with subscribers
- Responds to comments
- Creates active groups and communities
- Attracts new members to groups
- Places ads on social networks
- Works with reputation, handles negativity neutralizing black PR and much more



SMM manager (main knowledge and skills)

- ❑ General knowledge in the field of marketing and advertising
- ❑ Ability to analyze competitors and develop strategies for the presence of brands in social networks
- ❑ Know the principles of content creation for different social networks
- ❑ Know the promotion tools, how to create and configure targeted ads
- ❑ Ability to increase the number of participants in groups and activity in them (likes, reposts, views, other metrics of audience engagement in SMM)



SMM manager (pros vs minuses)

Pros

- Interesting creative work
- High wages
- The ability to work remotely from home and conduct personal projects
- Career opportunities from junior SMM specialist to SMM manager managing a team
- The opportunity to learn a profession on their own or by courses
- Quick start: an opportunity to master the basics of a specialty in 3-4 months

Minuses

- A large amount of work with the compulsory preparation of analyzes, reports, monitoring
- Often irregular working hours in front of a computer monitor and dependence on mobile power and Wi-Fi
- Many employers still do not have a complete understanding of the competencies of an SMM manager and the activities of a specialist in this area, which can lead to disagreements over wages
- Possibility of negative, offensive comments and remarks under publications



Blogger

- ❑ Blogger is a profession and a calling but it may be a very profitable business if you are lucky enough to become a popular blogger
- ❑ Originally, a blog was the name of personal diaries that people started on the Internet for friends, but now the concept of a blog has expanded significantly - it is a site whose main content includes regularly added posts, images or multimedia
- ❑ Popular blogs with traffic of 300-500 people per day have the opportunity to make money on contextual advertising, selling links, sponsoring the blog by various companies
- ❑ Authors of very popular blogs that are read by tens of thousands of people can sell ads directly to companies

Blogger (main skills)

- Impeccable knowledge of the blog topic
- Ability to find and tell interesting information
- Ability to write interestingly (so that subscribers would like to comment on publications and send to friends)



Blogger (pros vs minuses)

Pros

- The blog provides ample opportunities for self-expression and creativity. Being engaged in blogging any person is able to identify the best qualities in himself and develop them
- Solid earnings from advertising is possible
- Ability to make a large number of new friends
- Need to develop constantly and to gain new knowledge, mastering contextual advertising, search engine optimization and other Internet marketing tools
- The blogger is his own boss. Free schedule, there is no age limit. Both adults and teenagers may become successful bloggers
- Development of entrepreneurial skills. Blogger is engaged in advertising, customer search, sales, promotion on a daily basis. As a result, many private profiles become full-fledged business projects

Minuses

- The profile can fail. Success doesn't come overnight, the audience is built up by months of hard work
- To be successful profile needs to be updated regularly. This is a significant time investment. If the update occurs from time to time and depends on the mood of the author, the loss of subscribers is inevitable
- Blogging is directly related to publicity. This is exhausting for many people. Not everyone is able to constantly be under the scrutiny of the public and listen to numerous criticisms of their work
- Inadequate fans are capable of systematically disturbing the peace of a popular blogger



Targetologist

- ❑ Targeted advertising is shown only to the target audience of the advertiser. The client sets certain parameters of the desired audience (geography, age, profession, interests, and so on)
- ❑ Main task is to adjust advertising so that it attracts the right audience
- ❑ Preparation of advertisements
- ❑ Tracking placement performance
- ❑ Placement adjustments, experiments with pictures, texts, formats



Targetologist

(main knowledge and skills)

- ❑ Knowledge of the rules and tools of a specific site where you will need to work
 - ❑ Knowledge of basic concepts and terms of marketing
 - ❑ Ability to quickly learn and adapt
 - ❑ Attention to detail, inquisitive mind, patience.
- You will have to independently study the functionality of the systems, conduct analytics
- ❑ Ability to work in Excel is very useful



Targetologist (pros vs minuses)

Pros

- ❑ A rare combination of creativity and analytics
- ❑ A good opportunity for growth - in terms of projects and tasks, budgets, career (if you work for a company)
- ❑ The main thing for the client and the employer is your ability to think. It doesn't matter which university you graduated from (or didn't graduate from). By the way, there are no specialized faculties in this specialty at all
- ❑ High demand for specialists

Minuses

- ❑ Constant work at the computer. If you are restless, you will quickly get tired
- ❑ Targeted advertising systems are developing and becoming more complex, which requires constant professional development



Content marketer

His task is to make sure that publications add value to the business. It determines what articles need to be written, how to format them and where to distribute them in order to complete the assigned tasks.

Main responsibilities:

- Analysis of the target audience and competitors
- Drawing up a content strategy
- Choice of formats and types of content for the site
- Managing a team of authors, designers and other professionals
- Preparation of content of the required quality and on time
- Distribution of content on the Internet
- Analysis of the effectiveness of content marketing



Content marketer (main knowledge and skills)

- Basics of marketing and advertising
- Ability to draw up content strategies and content plans
- Ability to write and edit texts, literacy
- Basic knowledge of HTML and CSS and understanding how site management systems works
- Basic knowledge of social networking
- Ability to distribute content on the Internet and knowledge how to do it
- Ability to analyze the target audience and competitors
- Deep knowledge in the field of content strategy development
- Ability to select the right types of content for different publications and products
- Ability to professionally distribute content, build distribution channels
- Deep knowledge of Internet analytics
- Knowledge how to manage the editorial office (including remotely)



Examples of Content Marketing

- Blogs
- News stories
- Press releases
- Interviews
- Emails
- Social media posts
- Research reports
- Case studies
- Ebooks
- Webinars
- Tutorials
- Slide shows
- Infographics
- Videos



Content marketer (pros vs minuses)

Pros

- Interesting creative and analytical work
- Deficite of content marketers in the market (the profession is young)
- The ability to work remotely in a large company
- The field is actively developing, which increases the demand for representatives of this profession

Minuses

- It is necessary to constantly learn and develop
- It is difficult for a beginner with no experience to find a first job
- Clients often expect quick results
- Employers don't know what can and can't be asked of a content marketer. Sometime they are loaded with unnecessary functions



Community manager

Manages communities (for example, a group on social networks for fans of computer game or musical group, forum for residents of neighborhood, community of popular brand).

- ❑ Main responsibilities:
- ❑ Replies to comments about a company or its product in social networks, chats, websites
- ❑ Management of discussions, moderation (or management of a team of moderators)
- ❑ Help in resolving conflicts between community members
- ❑ Drawing up a content strategy, content development
- ❑ Organization of joint offline activity of participants
- ❑ Working with opinion leaders, holding events for them
- ❑ Collecting and analyzing feedback from community members



Community manager (main knowledge and skills)

- Define the target audience, segment it, identify the needs of the audience
- Create an editorial policy
- Prepare a content plan
- Create content to communicate with community members
- Process the negative
- Work with media partners, opinion leaders, bloggers
- Organize events (online and offline)

Personal qualities are important also:

- Empathy, developed emotional intelligence
- Ability and desire to communicate: engage in conversation, motivate and inspire
- Organizational skills and analytic skills



Community manager (pros vs minuses)

Pros

- Good perspectives (community manager is called the profession of the future)
- Interesting, non-routine work
- Freedom of action: you decide a lot yourself
- Possibility of career growth or a free career (work for yourself)
- Useful skills. Even if you will do something else in the future, the knowledge and experience gained in this profession will be useful in life
- Possibility to work remotely, with convenient schedule, including with large brands

Minuses

- Probability of professional burnout. Constant communication in the mode of "politeness, friendliness, positive" consumes spiritual resource
- Blurred work schedule (including possible work on weekends or in evening time)



Career opportunities in SMM (Western experience)



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kadrof.ru

Social Media Marketing Intern

Major tasks:

- ❑ Create or help in the creation of social media marketing campaigns and strategy
- ❑ Support the marketing team on daily social media activities
- ❑ Develop the editorial calendar
- ❑ Manage social media accounts on various social media platforms
- ❑ Create and publish social media content across all social networks
- ❑ Assist in designing relevant media for social posts
- ❑ Measure digital media performance
- ❑ Conduct analysis and reports on a regular basis



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Social Media Marketing Intern

What
Job title, keywords, or company

Where
City, state, or zip code

social media intern

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Tip: Enter your zip code in the "where" box to show results in your area.

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Show: all jobs - [10 new jobs](#)

Charlotte 49ers Athletics Marketing and Promotions Internshi... - new
UNC Charlotte ★★★★★ 466 reviews
Charlotte, NC 28262 (University City North area) [lumen5.com](#)
Assists with content creation for Athletics Social Media Accounts (Instagram, Facebook & Twitter) ? Designs and creates advertisements for print and electronic...
University of North Carolina Just posted [save job](#) [more...](#) [Job match](#)

Marketing and Communications Intern - new
Goodwill Industries of Hawaii, Inc ★★★★★ 15,603 reviews
Honolulu, HI 96814 (Makiki area)
Marketing and Communications Intern. Assists the Director of PR & Communications and Marketing Specialist in meeting the distribution schedule for all marketing...
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Public Relations and Communications Assistant -

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My email:

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Marketing Intern salaries in United States

\$12.63 per hour
Based on 3,600 salaries

Min \$7.25 Max \$27.25

[Marketing Intern salaries by company in United States](#)

Social Media Coordinator

Major tasks:

- Collaborate with marketing and social media marketing team
- Act as a bridge between the social media manager and the rest of the social media marketing team
- Help to craft the social media strategy
- Handle content management and implement campaigns
- Generate reports and performance analysis
- Manage social media accounts
- Design and develop content for an editorial calendar
- Respond to social media marketing team queries
- Prepare presentations
- Conduct and manage events



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Social Media Coordinator

What
Job title, keywords, or company

Where
City, state, or zip code

social media coordinator

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Tip: Enter your zip code in the "where" box to show results in your area.

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Association Coordinator
Postlethwaite & Netterville ★★★★★ 52 reviews
Baton Rouge, LA 70809
Managing social media, website, and marketing initiatives; Serves as the front-line point of contact for assigned associations, including telephone, email, and...
P & N Technologies Just posted [save job](#) [more...](#) [Job match](#)

Sales Coordinator
OpExpert Consulting
Beverly Hills, CA 90210
Utilize social media tools and mediums to prospect and drive business to opportunities. Job Title – SAles Coordinator....
Just posted [save job](#) [more...](#)

Marketing Manager
City Winery Washington DC
Washington, DC
Oversight of all local social media outlets including Facebook, Twitter, Instagram, etc. Manage all media contacts in music, wine and food channels....
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My email:

Also get an email with jobs recommended just for me

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Associate Manager salaries in United States

\$12.10 per hour

Based on 3,046 salaries

Min \$7.25 Max \$24.30

[Associate Manager salaries by company in United States](#)

Other great jobs

- Social Media Remote
- Social Media Assistant
- Social Media Marketing Specialist
- Social Media Strategist
- Social Media Manager
- Social Media Marketing Manager
- Social Media Manager Remote
- Social Media Director



Social Media Director (WOW!)

Major tasks:

- Assist in strategy development
- Develop a system to measure and track the long-term performance
- Conduct decision-making
- Handle public relations and media coverage
- Develop networks and links
- Policy development
- Work cross-functionally with SEO, graphic design, email marketing, and content teams
- Manage social media manager and assistants



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Social Media Director

What
Job title, keywords, or company

Where
City, state, or zip code

social media director

[Find jobs](#) [Advanced Job Search](#)

Tip: Enter your zip code in the "where" box to show results in your area.

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Part-Time Social Media Coordinator (Spanish Speaking)
Khoros ★★★★★ 31 reviews
California [+1 location](#)

The Social Media Coordinator will manage Facebook Group-based social communities. The Social Media Coordinator will work collaboratively with Strategists,...

Just posted [save job](#) [more...](#) [Job match](#)

Recreation Manager, Faculty Student Association, Full-time
Jamestown Community College ★★★★★ 29 reviews
Jamestown, NY 14702

\$29,650 - \$44,473 a year

Coordinate marketing efforts for community and corporate fitness program through health insurance program providers, communications with corporations and small...

Just posted [save job](#) [more...](#)

PR & Advertising, Senior Account Executive
rbb Communications ★★★★★ 3 reviews
Coral Gables, FL 33134

Drive integrated PR campaigns with media, social media, influencers and partnerships. Drive high-level media results....

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Social Media Coordinator salaries in United States

\$15.62 per hour

Based on 1,149 salaries

Min \$7.25 Max \$31

[Social Media Coordinator salaries by company in United States](#)

Social Media Director

The salary might seem low because a social media director is responsible for social media marketing only. Therefore, it is different than a marketing director job. The salary of a marketing director can go as high as \$150K+ a year.

- ❑ Being a social media director, you'll lead the social media team only. Therefore, the average salary of a social media marketing director can skew on the low side.
- ❑ Each company places a different value on their social media presence. Ideally, you should look for the one that places a high value on it.

Social Media Director

Major tasks:

- Assist in strategy development
- Develop a system to measure and track the long-term performance
- Conduct decision-making
- Handle public relations and media coverage
- Develop networks and links
- Policy development
- Work cross-functionally with SEO, graphic design, email marketing, and content teams
- Manage social media manager and assistants



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