



# Social Media Manager – Regional Restaurant Chain

**SALARY RANGE (2018):** \$64,000–\$86,000

I am the voice, eyes and ears of my organization. I monitor, contribute to, filter, measure and otherwise guide the social media presence of my brand in real time, and often have a team working under me to stay on top of a constantly shifting digital landscape. My strong communication skills, expertise with content management systems and deep understanding of social media allow me to engage with the public and potential customers at a high level. I create the content that drives traffic to our digital platforms and, ideally, puts bums in the bar stools of our restaurants. I am always in contact with my online community and maintain an image that corresponds to my organization’s desires and goals. I am responsible for the public’s perception of us.

**The Tip:** Join a club that is outside of your comfort zone. There is magic in being different.

## PRIORITY KNOWLEDGE AND SKILLS:

Expert	Great at	Good at
<ul style="list-style-type: none"> <li>• Apply expertise in <b>media-focused subject areas</b> (current affairs, sports, entertainment, weather)</li> <li>• Link content with a <b>specific audience</b></li> <li>• Data analytics</li> <li>• Apply deep understanding of media needs, practices and news cycles</li> <li>• Expertise in verbal and written use of language</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to develop a compelling narrative</li> <li>• Ability to develop evidence-based content</li> <li>• Ability to generate new approaches to familiar stories</li> <li>• Production planning &amp; design</li> <li>• Manage projects</li> <li>• Research</li> <li>• Visual and audio recording and editing</li> <li>• Ability to pitch ideas</li> </ul>	<ul style="list-style-type: none"> <li>• Execute a promotional strategy</li> <li>• Ability to monetize content</li> </ul>

## BUILDING BLOCK EXPERIENCES:

<p><b>Education &amp; Learning:</b></p> <ul style="list-style-type: none"> <li>• Diploma in <u>digital marketing and design</u></li> <li>• Other education paths could include: a Bachelor of Communication majoring in broadcast media studies or journalism or a Bachelor of Arts majoring in English with a minor in marketing</li> <li>• Continuing professional development courses to maintain familiarity in digital technologies</li> </ul>	<p>My strength has always been my narrative writing. I knew from an early age I wanted to write in some capacity. Adding a minor in marketing (and additional education in digital design) helped me find a critical sweet spot in today’s content-driven world.</p>
<p><b>Employment Experiences:</b></p> <ul style="list-style-type: none"> <li>• During college, I worked as a website designer and content creator for a local</li> </ul>	<p>In the old days, marketing could be bought; now it has to be earned. I built on my formal education by taking increasingly senior positions that developed my skills to create immersive rich</p>

<p>retailer</p> <ul style="list-style-type: none"> <li>• Did a work term at a digital agency as a project coordinator</li> <li>• Worked full-time one summer as the social media coordinator for a local economic development agency</li> <li>• After college, I was hired as the social media coordinator for a local retailer</li> <li>• Three years ago, I was recruited by a regional restaurant chain as their social media and content marketing manager. I now have a team of three reporting to me including a photographer and videographer.</li> </ul>	<p>content. These roles all demanded the fundamentals of a good story. What is my plot, who are my characters and how do I connect emotionally to an audience to make them care? I remember watching a <a href="#">TED Talk by Andrew Stanton</a>, one of the lead writers at Pixar, about how to tell a great story. This was when I first realized how I could make a living doing what I love to do.</p>
<p><b>Community Experiences:</b></p> <ul style="list-style-type: none"> <li>• I teach a pro bono course to non-profit organizations so they can leverage real-time content to drive engagement</li> <li>• On the executive of local photography club</li> <li>• Lead content curator for a local marketing association's digital channels</li> </ul>	<p>I've learned a lot by doing. I gained proficiency with the tools and channels I need for my job, but also learned what resonates with different audiences. I realized early on my passion for creating and finding content is significant and can make an impact on the things that are important to me.</p>
<p><b>Contextual Experiences:</b></p> <ul style="list-style-type: none"> <li>• Active blogger and digital storyteller</li> <li>• Voracious consumer of popular culture and the factors that drive trends</li> </ul>	<p>It sounds silly, but I focused on becoming famous in my organization for being the person who knows what's going on with everyone. This is part of my unique value proposition.</p>
<p><b>Relationships:</b></p> <ul style="list-style-type: none"> <li>• I seek mentors who are opinion leaders with diverse experiences</li> </ul>	<p>I need to be social and easy to get along with because if I am, people will let me into their world, allow me to document their stories, and trust I will act in their best interest.</p>