



Social Media Marketing Manager – National Retailer

SALARY RANGE (2017): \$64,000–\$86,000

I am the voice and the 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 keep on top of a constantly shifting Internet landscape. I must remain 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:

Advanced Research & Analysis Skills

- Formulating research questions
- Ability to critically analyze literature
- Ability to develop and execute qualitative research
- Ability to synthesize key themes from multiple sources

Contextual Knowledge

- Knowledge of human behaviour
- Understanding of context and values of audiences
- Essential understanding of topics and themes as they relate to an audience

Advanced Communication Skills

- Formulate and defend positions
- Sensitivity to how communications is shaped by circumstances, authorship and intended audience
- Formulate and defend positions
- Apply written vocabulary to audience

Evidence-based Storytelling Skills

- Ability to use research to develop an evidence-based story
- Ability to generate story ideas
- Ability to identify target audiences
- Ability to create compelling narratives across media

Additional Skills

- Excel in defined core transferable skills with a focus on transdisciplinary systems thinking, adaptive thinking, communication, organizational and interpersonal skills
- Expertise in all core areas of marketing including strategic marketing, research marketing communications and promotions
- Expertise in content development and curation and technical skills in key programs and apps (e.g. HTML, Illustrator, InDesign, JavaScript, Photoshop, Google Analytics)
- Contextual knowledge of retailing industry

BUILDING BLOCK EXPERIENCES:

Education & Learning:

- Bachelor of Arts (English) with a minor in marketing.
- Diploma in digital marketing and design
- Continuing professional development courses to maintain familiarity in digital technologies

My strength has always been my writing narrative. I knew from an early age I wanted to study English. The ability for me to combine this with a minor in marketing (and additional education in digital and design) was a critical sweet spot in today’s content driven world.

Employment Experiences:

- During university, I worked as a website designer and content creator for a local retailer

In the old days, marketing could be driven bought, now it has to be earned. I build on my formal education but taking increasingly senior positions that developed my skills to create immersive rich content. These roles all demand

<ul style="list-style-type: none"> • Did a work term at a digital agency as a project coordinator • Worked full-time one summer as the social media coordinator for a local economic development agency • After university, I was hired as the social media coordinator for a local retailer • Three years ago, I was recruited by a large national retailer as their social media and content marketing manager. I now have a team of three report to me including a photographer and videographer. 	<p>the fundamentals of a good story. What is my plot, who are my characters and how do I connect this emotionally to an audience to make them care. I remember watching, in a film studies class, a Ted Talk by Andrew Stanton, one of the lead writers at Pixar, about how to tell a great story. This when I first realized how I could making a living at doing what I love to do and my talent.</p>
<p>Community Experiences:</p> <ul style="list-style-type: none"> • Teach a pro bono course to non-profit organizations so they can leverage real-time content to drive engagement • On the executive of local photography club • Lead content curator for a local marketing association's digital channels 	<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>Contextual Experiences:</p> <ul style="list-style-type: none"> • Active blogger and digital storyteller • Voracious consumer of popular culture and the factors that drive trends 	<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>Relationships:</p> <ul style="list-style-type: none"> • I seek mentors who are opinion leaders with diverse experiences 	<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>