

## Emerging careers

# Social Media



Outside of direct employment by social platforms, most social media jobs are simply contemporary marketing jobs with a focus on the fastest growing channel for marketing content. Because of this, the types of jobs available align closely to marketing jobs (manager, strategist, specialist, etc.). Smaller employers often have a single social media expert oversee the full strategy, implementation, and management of their social accounts, while larger employers may have a team of specialists, each dedicated to a subject like brand awareness or community engagement.

Then there are the content creators — the bloggers, the designers, the podcasters, and, yes, the influencers. These creatively focused individuals work directly with marketers or they may be self-employed and in control of their own brand.

Income potential for positions in the marketing world largely depends on experience, and

consultants with proven successes and multiple clients may bring in even higher paychecks. Content creation earnings vary wildly, depending on the particular content niche (finance, travel, and fashion will net you more than cooking, politics, or religion), the years put in, and the strategic know-how.<sup>1</sup>

### Specialties<sup>(1, 2, 3)</sup>

Social media manager (\$35–\$72K)



Social media strategist (\$35–\$72K)



Digital marketing manager (\$48–\$103K)



Brand ambassador (\$37–\$46K)



Community/engagement manager (\$33–\$67K)



Content creator (\$25–\$200K+)



## Skills of the field

### Technical skills<sup>(4)</sup>

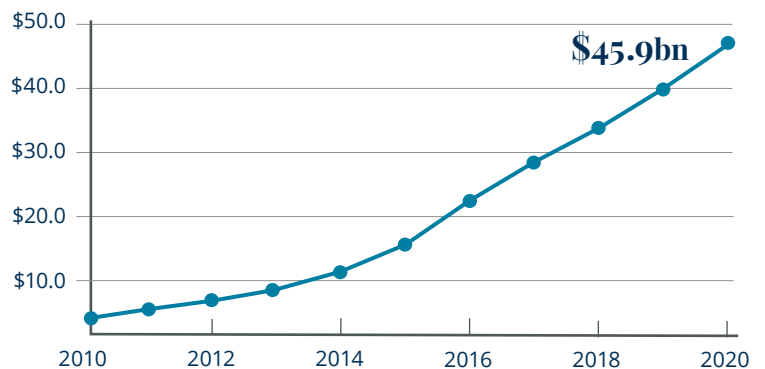
- Digital marketing
- Technological proficiency
- Project management
- Data analysis
- Writing

### Soft skills<sup>(5)</sup>

- Social perceptiveness
- Coordination
- Fluency of ideas
- Systems analysis
- Leadership & communication

## Market growth

Growing social platforms should lead to growing opportunities for social media jobs.



Social network market size in U.S. 2010–2020 (in billions of \$)<sup>8</sup>

## Study options available

On top of traditional marketing and digital marketing degrees, there are a growing number of options with a full focus on social media. The majority of masters programs are — in the spirit of the subject — conducted online, and many bachelors programs follow the same model. One risk of targeting social media specifically is that the platforms are in constant flux, so prospective students should ensure the curriculum addresses the need to keep up with the trends.<sup>6</sup>

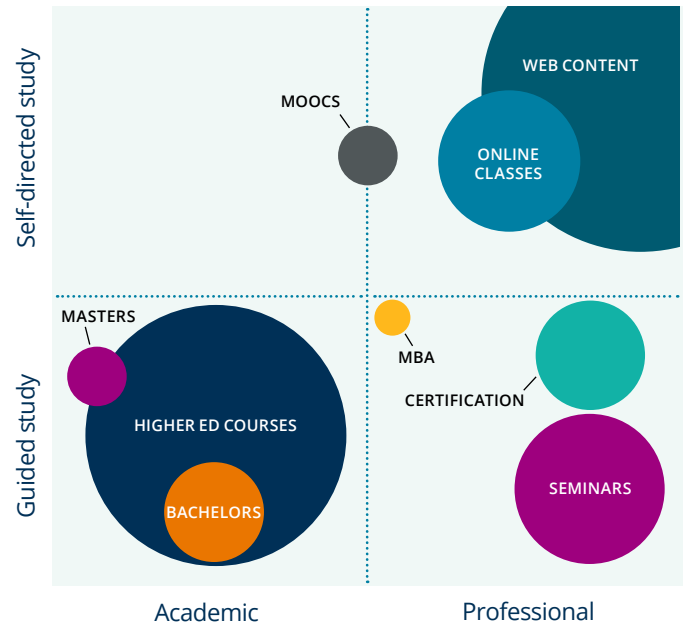
For those looking to add social media expertise to a marketing- or communications-focused résumé, there are plenty of online classes and certificate programs dedicated to social media business and strategy. These are also perfect for content creators looking to boost their technical skills as they work with businesses or build their own brand.

## Insider advice

*“You may have a presence on some of the more popular networking sites, but now it’s time to use them professionally. Ditch the silly pictures and stories about your weekend, and showcase your expertise by creating meaningful content that gains followers and fans and kick starts your social media career in your own time.”*

– Michael Page, International Inc.

### Social media education options



### Sources

- <sup>1</sup> [“How much money can you make blogging?”](#), Grant Sabatier
- <sup>2</sup> [“11 Social Media Job Titles \(and What They Actually Mean\)”](#), Maxwell Gollin
- <sup>3</sup> [glassdoor.com](#)
- <sup>4</sup> [“10 Modern Marketing Skills You Must Perfect”](#), Sam Holzman
- <sup>5</sup> [“10 Essential Skills a Social Media Manager Needs To Have on Their Resume”](#), Jeff Bullas
- <sup>6</sup> [“Social Media Degrees: Types, Education and Career Options”](#), Karen Schweitzer
- <sup>7</sup> [“Eight Tips to Start Your Social Media Career”](#), Michael Page International Inc.
- <sup>8</sup> [“Social Networking Sites in the US Market Size 2005–2024”](#), IBISWorld