

Career of the week



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Social Media Manager

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Social Media Managers monitor and update an organisation's social media channels.

Entry routes:

- There are no set requirements, but some employers ask for you to have a degree in subjects like; advertising, media and communications, digital marketing, journalism, public relations or business management.
- You can get this job without a degree if you have the right skills and experience - such excellent IT skills and experience managing social media accounts.

Marketing and commercial managers average salary: £46,488

Working hours: You'll usually work normal office hours, 9am to 5pm, Monday to Friday. You may need to work evenings and weekends when working on a campaign or with deadlines.

Business, media and public service professionals:

UK growth: +17%, an increase in 436,252 jobs from 2020-2035

West Midlands growth: +17.2%, an increases of 30, 452 jobs from 2020-2035

Character virtues

responsibility, resilience, creativity, courage

Key words

update, write, develop, educate, promote, discussion, feedback, audience, blog, article, post