**Social Media Marketing Manager (Entry-Level): Location:** Placer County and Sacramento County, United States of America

**Department:** Marketing
**Reports To:** Marketing Director / Head of Marketing

### **Position Summary:**

We are looking for a **creative and driven Social Media Marketing Manager** to join our dynamic marketing team. As an entry-level manager, you will play a key role in building and executing social media strategies that engage, inform, and inspire our audience across multiple platforms. This is an excellent opportunity for someone with a passion for social media, content creation, and digital marketing to contribute to the growth of a brand and gain valuable industry experience.

### **Key Responsibilities:**

* **Social Media Strategy & Execution:**
	+ Develop and implement comprehensive social media strategies to increase brand awareness, engagement, and audience growth across platforms like Instagram, Facebook, LinkedIn, TikTok, Twitter, and others.
	+ Manage daily social media content calendars and ensure timely posts that align with marketing campaigns, product launches, and seasonal promotions.
	+ Collaborate with the marketing team to align social media efforts with broader marketing initiatives and company goals.
* **Content Creation & Curation:**
	+ Create engaging and on-brand content (graphics, videos, blog posts, etc.) tailored for each social media platform.
	+ Curate relevant content from external sources, partners, and influencers to enhance our social media presence.
	+ Develop creative copy and compelling visuals that drive user engagement and action.
* **Community Management:**
	+ Monitor and engage with our social media community, responding to comments, messages, and mentions in a timely and professional manner.
	+ Build and nurture relationships with followers, brand advocates, and influencers to foster brand loyalty.
	+ Handle customer inquiries, feedback, and complaints on social media, escalating issues when necessary.
* **Analytics & Reporting:**
	+ Track and analyze social media performance, including engagement, reach, traffic, and conversion metrics.
	+ Use data-driven insights to optimize social media strategies and improve campaign performance.
	+ Prepare monthly or quarterly reports on key social media metrics and present recommendations for improvements.
* **Social Media Advertising:**
	+ Assist with planning and executing paid social media campaigns, including Facebook Ads, Instagram Ads, LinkedIn Ads, etc.
	+ Monitor ad performance, optimize targeting, and adjust budget allocations to maximize ROI.
* **Trends & Industry Insights:**
	+ Stay up-to-date with the latest trends in social media, digital marketing, and emerging platforms.
	+ Experiment with new content types, strategies, and technologies to keep our brand ahead of the curve.
* **Collaboration:**
	+ Work closely with other marketing team members (designers, content creators, and SEO specialists) to ensure consistency in messaging and branding across all marketing channels.
	+ Assist in planning promotional events, contests, giveaways, and influencer collaborations.

### **Qualifications:**

* **Education:**
	+ Bachelor’s degree in Marketing, Communications, Business, or a related field (or equivalent work experience).
* **Experience:**
	+ 0-2 years of experience in social media marketing, content creation, or a related field.
	+ Experience managing personal or professional social media accounts is a plus.
* **Skills & Abilities:**
	+ Strong understanding of social media platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok, etc.) and how they work for business marketing.
	+ Proficient in content creation tools such as Canva, Adobe Creative Suite, or similar platforms.
	+ Excellent written and verbal communication skills, with the ability to adapt tone and style for different audiences.
	+ Creative thinking and problem-solving skills with a keen eye for design and visual storytelling.
	+ Basic knowledge of social media advertising and analytics tools (Facebook Ads Manager, Google Analytics, etc.) is a plus.
	+ Ability to work both independently and collaboratively in a team environment.
* **Other Requirements:**
	+ Strong organizational skills with the ability to manage multiple projects and meet deadlines.
	+ Detail-oriented, reliable, and eager to learn and grow in the digital marketing field.

### **What We Offer:**

* Competitive salary and benefits package.
* Opportunity for growth and development in a fast-paced, dynamic industry.
* Mentorship and hands-on training.
* A fun, creative, and collaborative work environment.
* Flexible work schedule and potential for remote work options.

**How to Apply:**Please submit your resume, portfolio (if applicable), and a cover letter explaining why you are passionate about social media marketing to management@guardianlimitedgroup.com.