As more and more companies begin to offer employment opportunities in the social media world, many of us are trying to figure out how to get a foot in the door. If you want to get into this field but your efforts have proved fruitless, look no further. This unofficial guide will set you on the straight path to employment.

Social Media Job Titles

A handful of social media job titles have now become vernacular. But what does each job actually entail? *Average salary based on over 21,300 social media job listings in April and May 2010.

**SOCIAL MEDIA MANAGER/EXECUTIVE**

In charge of a company's entire social presence, implementing all social strategy.

Average Salary:

$80,000—$110,000

**COMMUNITY MANAGER**

Dabbles in all of the following: customer service, marketing/sales, legal, HR, product development.

Average Salary:

$60,000—$90,000

**EDITOR / PUBLISHER**

In charge of executing specific social media campaigns.

Average Salary:

$30,000—$45,000

**ANALYST**

Responsible for quantifying the success of a company's overall social presence as well as each specific social campaign.

Average Salary:

$40,000—$60,000

**DIGITAL COMMUNICATIONS/PRODUCT DEVELOPER**

Helps integrate social capabilities into the company website and makes sure it is all functioning properly.

Average Salary:

$75,000—$100,000
5-Minute Guide to Getting a Social Media Job

Now that you’re familiar with some of the jobs available in the social media realm, here are some steps to take to secure that coveted job.

**Establish an Online Presence**
There’s no way around this first step: You must establish your online presence. Not only will you learn about most social media job opportunities online, but you also need to prove that you are completely familiar with the space. In the end, it may be your social presence that tips off an employer of your mad skills.

**Be Proficient in All Social Channels**
Even if you prefer using a single social channel as your primary personal stream, it’s important to be proficient on as many sites as you possibly can. Of course this includes the big three: Facebook, Twitter, LinkedIn. But learning the ins-and-outs of additional sites will only prove that you know your stuff.

**Be Creative and Relevant**
Everything you post online reflects your tastes, creativity, and knowledge of the business. If you want that job you have to stand out above the rest of the pack. This can be done with creativity on all fronts: your cover letter and resume, online engagement with the company, and the content you post on your blog and social streams.

**Be a Professional**
No employer wants to see photos or discussion of your weekend bender in Las Vegas. Keep your overall social profile as clean and professional as possible to increase your chances of getting the job.

**Know the Industry/Know the Company**
You must prove that you know about the industry and the company you’re interested in working for. A solid understanding and passion for these two things will help you to engage better with the community and give you an authentic voice with which to speak. No one wants to consume or interact with contrived content.

**Network and Build Relationships**
Your relationships with those in the social media realm might be the most important asset you can bring into your next job in social media. Use your social presence to meet and engage with others, especially those who are influencers in the same industry.
Be Familiar With the Need-to-Know Programs
Often times those in social media will need to know how to crop photos, basic html, video editing, and Wordpress. Even basic knowledge of these skills will make you much more marketable.

Learn the Lingo
Every industry boasts their own type of business-speak, so it makes sense to familiarize yourself with the words and acronyms that are unique to social media.

Help a Business Out Pro Bono
The best way to get experience under your belt is by getting experience under your belt. Look for opportunities to help out friends’ businesses with their social presence by setting up all their accounts and regularly adding content. Putting yourself on the front line will show you what works and what doesn’t.

Learn How to Juggle
Anyone working in social media should be an expert multitasker. Between various instant message conversations and open browser tabs, you must be prepared for a constant onslaught of online activity. Don’t get overwhelmed. Master shortcuts and work efficiently as possible.
Most Commonly Required Social Media Skills by Job
By Abby Lombardi, November 20, 2012

Social media skills are still in-demand and growing. In fact, a new record number of job ads that require social media experience were seen online in October - more than 65,000 job ads at a 73% year-over-year growth. However, we find that the skills and experience required to work in social media varies by job function. So, today we thought we'd look at what types of jobs require social media and the specific skills needed. The 4 job functions that most commonly require social media skills are: Marketing and Public Relations, IT, Sales, and Human Resources.

Below are the 10 most commonly required skills that are mentioned in job ads by each of the major job functions. While the skills vary by function, there are also some similarities. Being detail oriented, a self-starter (or self-motivated), Microsoft Office are all required in 3 of the 4 functions. What other trends do you recognize?

Skills Required in Social Media Marketing and Public Relations Jobs:
1. Detail oriented
2. Microsoft PowerPoint
3. Oral and written communication skills
4. Project management
5. Self-starting/self-motivated
6. Search Engine Optimization (SEO)
7. Microsoft Office
8. Digital marketing
9. Product development/management
10. Business development

Skills Required in IT Jobs that Specify Social Media Skills:
1. Hypertext markup language (HTML)
2. Website development
3. JavaScript
4. Detail oriented
5. Cascading Style Sheets (CSS)
6. Oracle Java
7. Software development
8. Structured query language (SQL)
9. Oral and written communication skills
10. Project management

Skills Required in Sales Jobs that Specify Social Media Skills:
1. Sales experience
2. Self-starting/self-motivated
3. Oral and written communication skills
4. Microsoft Office
5. Work ethic
6. Microsoft PowerPoint
7. Goal oriented
8. Work independently
9. Customer relationship management (CRM)
10. Business development

Skills Required in Human Resources that Specify Social Media Skills:
1. Microsoft Office
2. Oral and written communication skills
3. Sourcing strategies
4. Detail oriented
5. Microsoft PowerPoint
6. Applicant tracking software (ATS)
7. Self-starting/self-motivated
8. Project management
9. Organizational skills
10. Work independently
As the world’s businesses, organizations and associations commit themselves to the rich (and demanding) presence possible with social media on the Internet, work in social media is growing exponentially.

One of the challenges however is that the circle of what is included in social media is drawn in dozens of different sizes. The work could be as small as creating 140 character tweet messages in HootSuite or another scheduling site and scheduling them. Or it could be as big as managing social media as one part of the organization’s marketing department, or marketing and customer service department.

This graphic shows the inner circle of what is considered social media in red – managing content on social media sites. Natural extensions that deepen the value and effectiveness of social media efforts are in blue: Copywriting, SEO & SMO, Website Integration and Google Analytics. Further extensions can go deeper into technical dimensions of photography and graphic design, or videography; or stretch into advertising and marketing campaigns.

The lines can be drawn in a gazillion ways, and the circle of what’s included in a social media related job can be unique to every job and every company. What functions don’t you see bundled, that you should see?
### SOCIAL MEDIA INTERNSHIPS ON SPARTAJOBS

**How to Register**
- Visit: www.sjsu.edu/careercenter
- Click “SpartaJobs Students”
- First time users: Use student ID # as username and password

<table>
<thead>
<tr>
<th>Title</th>
<th>ID</th>
<th>Location</th>
<th>Employer</th>
<th>Post Date</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications, Social Media, Policy Research and</td>
<td>98939</td>
<td>San Jose, California</td>
<td>Law Foundation of Silicon Valley</td>
<td>August 25, 2014</td>
<td>October 24, 2014</td>
</tr>
<tr>
<td>Advocacy Intern</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Planning Assistant/Social Media Intern</td>
<td>100596</td>
<td>San Jose, California</td>
<td>SWING NorCal</td>
<td>September 16, 2014</td>
<td>October 31, 2014</td>
</tr>
<tr>
<td>Marketing / Advertising / Social Media</td>
<td>102024</td>
<td>Fremont, California</td>
<td>IM-TV</td>
<td>October 15, 2014</td>
<td>December 13, 2014</td>
</tr>
<tr>
<td>Marketing/PR/Social Media Internship</td>
<td>101141</td>
<td>Los Gatos &amp; San Jose,</td>
<td>Adriana Plut, Realtor</td>
<td>September 30, 2014</td>
<td>November 17, 2014</td>
</tr>
<tr>
<td></td>
<td></td>
<td>California</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media Coordinator</td>
<td>102401</td>
<td>Campbell, California</td>
<td>Evogen Nutrition</td>
<td>October 23, 2014</td>
<td>November 23, 2014</td>
</tr>
<tr>
<td>Social Media Influencer</td>
<td>99915</td>
<td>San Jose, California</td>
<td>ATZEN, Inc.</td>
<td>September 10, 2014</td>
<td>November 08, 2014</td>
</tr>
<tr>
<td>Social Media Intern</td>
<td>98398</td>
<td>San Francisco,</td>
<td>Peek</td>
<td>October 01, 2014</td>
<td>November 29, 2014</td>
</tr>
<tr>
<td></td>
<td></td>
<td>California</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media Intern</td>
<td>99068</td>
<td>Campbell, California</td>
<td>Cubico Media Labs, LLC</td>
<td>August 21, 2014</td>
<td>October 20, 2014</td>
</tr>
<tr>
<td>Social Media Intern</td>
<td>99546</td>
<td>San Jose, California</td>
<td>California Native Garden Foundation</td>
<td>August 29, 2014</td>
<td>December 31, 2014</td>
</tr>
<tr>
<td>SOCIAL MEDIA INTERN</td>
<td>100866</td>
<td>Walnut Creek, California</td>
<td>RBG Advertising</td>
<td>September 22, 2014</td>
<td>October 27, 2014</td>
</tr>
<tr>
<td>Social Media Internship at a Sport School</td>
<td>101735</td>
<td>Fremont, California</td>
<td>Euro School of Tennis</td>
<td>October 08, 2014</td>
<td>December 06, 2014</td>
</tr>
<tr>
<td>Writing &amp; Social Media Intern</td>
<td>102392</td>
<td>San Jose, California</td>
<td>PRx Digital</td>
<td>October 24, 2014</td>
<td>November 28, 2014</td>
</tr>
</tbody>
</table>
# SOCIAL MEDIA JOBS ON SPARTAJOBS

## How to Register
- Visit: www.sjsu.edu/careercenter
- Click “SpartaJobs Students”
- First time users: Use student ID # as username and password

<table>
<thead>
<tr>
<th>Title</th>
<th>ID</th>
<th>Location</th>
<th>Employer</th>
<th>Post Date</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Service/Social Media Marketing Support</td>
<td>102481</td>
<td>Fremont, California</td>
<td>Wintis Corporation</td>
<td>October 27, 2014</td>
<td>November 30, 2014</td>
</tr>
<tr>
<td>Flinja - Email Marketer &amp; Social Media Marketing</td>
<td>95256</td>
<td>Los Angeles, California</td>
<td>Flinja</td>
<td>October 02, 2014</td>
<td>November 01, 2014</td>
</tr>
<tr>
<td>Marketing and Social Media Manager</td>
<td>101210</td>
<td>Mountain View, California</td>
<td>Grant Road Dental</td>
<td>September 26, 2014</td>
<td>October 31, 2014</td>
</tr>
<tr>
<td>Social Media Recruiter</td>
<td>99043</td>
<td>Redwood City, California</td>
<td>Equinix, Inc.</td>
<td>August 19, 2014</td>
<td>October 18, 2014</td>
</tr>
<tr>
<td>Digital Content Director</td>
<td>102359</td>
<td>Salinas, California</td>
<td>NPG of Monterey-Salinas TV</td>
<td>October 23, 2014</td>
<td>December 21, 2014</td>
</tr>
<tr>
<td>Digital Marketing Coordinator</td>
<td>102229</td>
<td>Santa Clara, California</td>
<td>Milestone Internet Marketing, Inc.</td>
<td>October 21, 2014</td>
<td>November 21, 2014</td>
</tr>
<tr>
<td>Digital Marketing Specialist</td>
<td>101562</td>
<td>Santa Cruz, California</td>
<td>Crawford Group</td>
<td>October 06, 2014</td>
<td>October 20, 2014</td>
</tr>
<tr>
<td>Media Analyst – SF (Multiple Openings)</td>
<td>102734</td>
<td>San Francisco, New York</td>
<td>Ampush Media, Inc.</td>
<td>November 01, 2014</td>
<td>November 30, 2014</td>
</tr>
<tr>
<td>Marketing Communications Coordinator</td>
<td>102060</td>
<td>Morgan Hill, California</td>
<td>Sakata Seed America</td>
<td>October 16, 2014</td>
<td>December 14, 2014</td>
</tr>
<tr>
<td>Communications Specialist</td>
<td>101783</td>
<td>San Jose, California</td>
<td>The Health Trust</td>
<td>October 10, 2014</td>
<td>November 16, 2014</td>
</tr>
</tbody>
</table>