CAREER INSIGHT
SOCIAL MEDIA

KEY FINDINGS

Successful social media marketing is no longer just about having a Facebook page – well-organized engagement strategies are increasingly needed to stand out from the crowd.

A business degree and relevant experience is necessary in most marketing positions, but the social media specialist should be a “native” to social media – with extensive firsthand experience.

Social media works because of messaging persistence – and strong strategic guidance is a major plus to the marketer’s resume.

MOST IMPORTANT TASKS AND DUTIES

1. Inspect layouts and advertising copy, edit scripts, audio and video tapes, and other promotional material for adherence to specifications.

2. Plan and prepare advertising and promotional material to increase sales of products or services, working with customers, company officials, sales departments, and advertising agencies.

3. Gather and organize information to plan advertising campaigns.

4. Confer with clients to provide marketing or technical advice.

5. Direct, motivate, and monitor the mobilization of a campaign team to advance campaign goals.

Social Perceptiveness

Making Decisions and Problem Solving

Getting Information

Active Listening

Organization

Oral Comprehension

Thinking Creatively

Self-Control

Speaking

Integrity

Dependability

Communicating with Persons Outside Organization

TOP SKILL SETS

English Language

Communications and Media

Administration and Management

Sales and Marketing

Customer and Personal Service

EDUCATIONAL LEVEL BY TYPE

Associate’s Degree: 22%

Bachelor’s Degree: 54%

Graduate or Professional Degree: 14%

Other, 10%

EMPLOYMENT OVERVIEW

California: 2021 Median Pay

Marketing Managers: $114,419

Public Relations and Fundraising Managers: $112,920

Market Research Analysts and Marketing Specialists: $74,444

Web Developers: $72,216

California: 5-Year Projected Growth 2021-2026

Marketing Managers: 15.5%

Public Relations and Fundraising Managers: 16.4%

Market Research Analysts and Marketing Specialists: 24.7%

Web Developers: 21.0%

United States: 2021 Median Pay

Marketing Managers: $123,666

Public Relations and Fundraising Managers: $115,200

Market Research Analysts and Marketing Specialists: $79,204

Web Developers: $75,444

California: 5-Year Projected Growth 2021-2026

Marketing Managers: 16.2%

Public Relations and Fundraising Managers: 15.7%

Market Research Analysts and Marketing Specialists: 21.0%

Web Developers: 22.0%

* ‘Employment Estimates’ occupations are expected to grow rapidly by the next decade. Year change in job openings, or are overcrowding occupations according to the U.S. Department of Labor

RELATED COURSEWORK

Marketing & Communications Certificate Program

Digital Marketing Certificate Program

Business Intelligence & Data Warehousing Specialized Studies Program

Big Data Specialized Studies Program

CE. UCI. EDU