

Social Media Manager

Run a brand's Instagram, TikTok and LinkedIn for a living. Creative work with numbers attached.

TYPICAL PAY

\$74,000

a year, full time

PAY RANGE

\$43k to \$119k

starting to experienced

TIME TO QUALIFY

1 to 4 years

after high school

DEMAND

Moderate

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

Marketing teams, agencies, media companies, freelance

How you get there

- 1 High school** Grades 11 and 12
Run social media for a club, a team, a school event or a small local business. Track what worked.
- 2 Post-secondary, optional but common** 0 to 4 years
A 2 or 3-year college diploma in marketing or digital media, or a 4-year degree in communications or business. Some take a 1-year graduate certificate in digital marketing afterward.
- 3 Free platform certificates** Weeks
Meta Blueprint, Google Ads and Google Analytics, HubSpot. Cheap, quick and employers recognize them.
- 4 Coordinator job** 1 to 2 years
Scheduling posts, replying to comments, pulling reports, shooting content.
- 5 Manager** By year 3 to 5
Owning strategy, budget and results for a brand or a set of clients.

Pros and cons

- + Low barrier to entry, you can start in high school
- + Creative work with fast feedback
- + Remote and freelance friendly
- Low starting pay and lots of applicants
- Always on: comments, crises and trends do not wait
- Platforms change the rules constantly

Good to know

#ad is the law, not a courtesy

The Competition Bureau says any post where you were paid, got a free product or have a personal connection to the brand must say so clearly, on every platform, visible without tapping 'more'. Tagging the...

The job did not exist 20 years ago

Facebook opened to the public in 2006 and Instagram launched in 2010. Social media manager is one of the newest jobs on this site, and Job Bank still files it under public relations.

Optional boosts

Paid social advertising. Video editing. Analytics. Community and crisis management.

Where these numbers come from

Job Bank: Social media agent (public relations group), wages (updated Nov 2025)

Competition Bureau Canada: Influencer marketing and the Competition Act

Ad Standards: Canadian Code of Advertising Standards

Seneca Polytechnic: Business Administration, Marketing advanced diploma

Numbers checked September 2026. Pay figures are typical full-time annual amounts in Canadian dollars, based on Government of Canada Job Bank wage data and published salary grids. They vary by province, employer and experience. Tuition is for domestic students. Sources, links and the click-through version: <https://career.help/ca/careers/social-media-manager>



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