

Social Media Manager

You run the accounts a company talks to the world through. Judged on numbers, not on vibes.

TYPICAL PAY

\$78,760

a year, full time

PAY RANGE

\$43k to \$155k

starting to experienced

TIME TO QUALIFY

2 to 4 years

after high school

DEMAND

Good

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

Agencies, in-house marketing teams, nonprofits, remote work

How you get there

- 1 High school** Grades 10 to 12
 Run something real: a club account, a school team, a small business in your town. Track what happened. That record is worth more than any class.
- 2 Degree, usually** 2 to 4 years
 Marketing, communications, journalism or business at a public university, or two years at community college then transfer. Most job postings ask for a bachelor's degree even though the work does not need one.
- 3 Internships**
 At least one, ideally two. This is the step that decides whether you get a first job, and it is why in-state schools near a city are an advantage.
- 4 Coordinator role** 1 to 2 years
 Scheduling, writing captions, replying to comments, pulling reports. Unglamorous and where everyone starts.
- 5 Manager and beyond** 3 to 6 years in
 Owning the strategy, the calendar, the ad budget and eventually a team.

Pros and cons

- + You can start building proof of your ability in high school, free
- + Remote and hybrid work is normal in this field
- + Your results are measurable, so good work is visible
- Low starting pay for long, unpredictable hours
- You are on call for anything that goes wrong online
- Platforms change the rules constantly and your skills expire fast

Good to know

The federal wage survey does not know this job exists

There is no occupation code for social media manager. The government counts the work inside market research analysts and marketing specialists, which is why published pay figures for this car...

Nobody can check your credentials, so they check your w...

Unlike nurses, electricians or lawyers, there is no register to look you up on. Hiring here runs almost entirely on a portfolio and on references, which is good news at 20 and a problem if your results ar...

Optional boosts

Paid advertising. Analytics. Video editing. SEO (search engine optimization).

Where these numbers come from

My Next Move: Market Research Analysts and Marketing Specialists (13-1161.00)
 American Marketing Association
 Public Relations Society of America
 USAJOBS (the official federal hiring site)

Numbers checked September 2026. Pay figures are typical full-time annual amounts in United States dollars, based on Bureau of Labor Statistics wage data and published pay scales. They vary by state, employer and experience. Tuition is for in-state students at public schools unless the card says otherwise. Sources, links and the click-through version: <https://career.help/us/careers/social-media-manager>



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