

Who are the SMM-and where do they work?

If you are a journalist logistician or marketing specialist looking for a job and don't know what professions can apply their skills please note jobs SMM-specialist. About what is this profession what basic knowledge you need to have to become a social media Manager and what do those who are tired to engage in social networking, read on. SMM-specialist Average salary according to HeadHunter 4075 thousand. Main activity of SMM Creator is the promotion of the brand in social networks. Professional requirements to the specialist in different companies can be completely different sometimes it's just publishing posts in social networks and online communication with the audience and sometimes more complex processes such as communication with the target audience data analysis, the promotion of the community, etc. Albert Usmanov, Vkontakte Evangelist in the past, the head of Department on work with social media in the media holding RIA Novosti the head of SMM-direction in CTC Media. By education I am a programmer. During his study were heavily involved in marketing and by 2009 he headed the marketing Department in a major Russian business school, later headed the Department of data analysis in the project Our city has helped people to pay attention to the potential and current problems in the city. In early 2012 I was invited by RIA Novosti to a small meeting-acquaintance. It was held in a cozy cafe Agency, and lasted approximately 2030 minutes. Immediately afterwards I was offered to work with social media in all media. I thought this was a very interesting task. Social media news Agency, considered a little deeper than the usual enterprise is an important part of the business. According to experts today is very difficult to find someone who also knows how to write news and understands a little about marketing. According to albert Usmanov key skill without which the work of the SMM Manager will be meaningless it marketing and management. Additionally it requires good knowledge of the Russian language and a basic understanding of project management psychology of consumer behavior, etc. More than half of all applicants for the position of SMM-Manager do not understand that they are going to do. If the person has good skills in the production of content that he can retrain as a copywriter or engage in content marketing in digital. If well-developed skills in classical marketing and project management as well as a understanding of the work of other areas in digital or offline, you can go on the side of great marketing is to become a Manager in marketing communications or PR. Those few experts who were involved in the development

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