

careers in SOCIAL MEDIA

Calling all textroverts!

It may seem hard to believe that half the jobs that current students will have throughout their careers don't even exist yet; but take a look at the job titles below. Some of them didn't exist 10 years ago. Today they may be perfect for someone who's hooked on social networking.

Recruiter

Jarrod Daniel, president of the Daniel Group/Dan Temps, noted that his firm used to get about 30 applications for every job posting it advertised. With the creation of the company's Facebook page, that number has increased to 150 for every posting. Who can argue with a 500 percent increase? According to Daniel, the firm's recruiters can find job candidates more quickly, screen them more effectively, and reach out to candidates they otherwise might not know about.

Strategist

The big buzz in business is all about social networking, but it's not enough simply to create a Twitter account. The challenge is in knowing the very best ways to take advantage of the social media environment to increase public awareness of your company, to increase traffic to your site, and to provide information that the public wants. This is the job of the strategist.

Enterprise architect

This is the most exciting job in social media, according to Jim Durbin at Durbin Media, an interactive marketing firm in Chesterfield, Missouri. He describes an enterprise architect as someone who completely redesigns the way a company manages its information and internal networks, and he believes it could be the most important role in a company within the next five years.

User operations analyst

Any company with a presence on the Internet — whether it's a Web site, a Facebook page, or a Twitter account — needs to be certain that its users are having a good experience. Are they able to find the information they want? Are they able to place and track orders easily? Does the site have too many graphics that take forever to load? It's the role of the user operations analyst to ask and answer these questions by investigating problems and tracking the habits of visitors to the site.

Director of social media

Durbin likens this job to that of a strategist, but believes the job of the social media director is bigger. He or she is responsible for organizing all the blogging, podcasting, and Internet marketing goals of a company; the director also builds teams to meet specific goals.

Interested in social media careers?

The jobs described here are so new that they're not listed yet in the *Occupational Outlook Handbook*. Try searching Internet job boards for "social media," "online marketing," "e-marketing," "new media," or "branding manager." See where the links lead. Are there additional social networking job titles described on the Internet that aren't described here?