

## **12. Social Media Manager**

Jason, 40, is the social media manager at a Delaware college with multiple campuses. He oversees social media content and the direction of his campus's social media accounts. After getting his Associates in Communication from the very same school, he was hired as a part-time photographer. He then got his Bachelors and was able land a fulltime job as the campus photographer. Eventually he was promoted to Social Media Manager for his campus.

Recently, he was given the added responsibility of photographing sporting events on all campuses; this requires extra hours of driving several days a week, with no reimbursement for extra mileage. Additionally, even though he's a salaried manager, his experience and continuing education don't help him to move ahead. He must wait for someone to leave or retire in order for him to move up, and no one above him is planning on going anywhere. Thirdly, the office in which he works often experiences low morale due to pressing deadlines and unrealistic expectations.

Despite these frustrations, Jason really enjoys working with the majority of the staff in his office. He likes his job as he is able to keep improving his photography skills and stay on the cutting-edge of social media trends and tech.