

JOB DESCRIPTION

Influencer Marketing Senior Manager

Key Requirements:

- 4 to 7 years of experience in influencer marketing role.
- Experience working with a digital marketing agency in an influencer management role is a must
- Good communication and interpersonal skills
- Knack to build and maintain relationships
- Strong creative and strategic thinking and negotiation skill
- Ability to keep up to date on all social media and influencer trends
- Prior team management experience

Key Responsibilities:

- Ensuring smooth internal & external coordination while ensuring optimum efficiency and client satisfaction while adhering to quality checks
- Conduct regular research on brand handled and its competitors including new trends, on-going campaigns, creative innovations, events, promotional activities, social media etc. - macro & micro view); analyze & determine their strengths and weaknesses relative to your brand & identify areas of opportunities/ growth for your brand
- Ensuring client satisfaction by smooth and timely delivery of work
- Leading all operations and ensuring error free execution of deliverables including cost sheets, plans and reports for Marketing Campaigns.
- Assist in creating strong case studies of executed campaigns and apply for Awards in relevant categories.
- Participate in training programs and workshops to develop skills and knowledge relevant to the role
- Opportunity mapping by networking and building rapport with influencers and seamlessly integrating the brands with the category of influencers.
- Setting up and ensuring internal processes are followed to ensure efficiency.
- Providing guidance to team members on executional tasks
- Engage in Business Generation by cross selling, boosting brand collaborations and building partnerships
- Reporting on monthly billings, collections and upselling to clients basis the needs of the campaign.
- Look after revenue forecasting, budget management and optimally allocate internal teams maintaining healthy P & L.
- Conflict resolution & problem solving between individual & internal teams
- Timely feedback & performance evaluation of team members.

- Optimum utilization of team members while making sure that the team is not overworked or under worked.
- Tend to team development and motivation while internally training team members to increase efficiency, technical skills, soft skills, research training.
- Building a beyond transactional relationship and creating a positive experience for all stakeholders
- Providing creative inputs on campaign aspects
- Responsible for creating the relevant content that needs to be shared and gaining the approval from the client.
- Sharing the quotations and deliverables.
- Plan persuasive approaches and pitches that will convince potential influencers to engage in business with the company.
- Scaling up business relationship with the Influencers and client while keeping a track of deliverables
- Identify timely hiring requirements while also ensuring smooth hiring and onboarding of resources.