

JOB DESCRIPTION

Influencer Marketing

Key Requirements:

- 6 months to 4 years of experience in influencer marketing role.
- Experience working in a digital marketing agency
- Good communication and interpersonal skills
- Ability 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

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 etc. and giving inputs for the same
- Ensuring client satisfaction by smooth and timely delivery of work
- Drafting and strategizing plan & creating reports and Cost sheets 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
- Network and reach out to the influencers to discuss new business synergies.
- 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