

Influencer Marketing Manager

Immediate Start

US

We are Democracy, a multi-award winning Digital, Social and PR agency in Chorlton, Manchester.

We work with some incredible brands like Dulux, Tile Giant and Tequila Rose. But when you get past our credentials, you'll discover that we're much more than your average agency...

We're thought-leaders, storytellers and innovators. We combine emotional intelligence with data-driven insights to develop engaging comms strategies that change the way people think, the way they feel and the way they behave.

Our world-class creative approach centers on our belief that it's people - not channels - that have the power to impact on the success of a brand. And we now need a talented Influencer Marketing Manager to grow channel presence, drive engagement and boost brand awareness.

YOU - THE ESSENTIALS

We are looking for an experienced, motivated and organised Influencer Marketing Manager to be part of our team.

Working alongside our Amplification and Influencer Marketing Director, you'll be responsible for creating campaign briefs, ideation planning, talent sourcing, onboarding and contractual negotiations with relevant influencers.

You will know how to draw on current digital and social trends to create engaging collaborative content with hyper-relevant talent that generates viral appeal.

In addition to this, you will also provide support on the delivery of integrated campaigns and collating campaign results.

This is an exciting role in a very fast-paced environment, so you'll need to be proactive, organised and agile. So, experience of working on multiple projects simultaneously is a must.

You also need to be able to hold your own in the all agency Zoom calls.

YOU - THE DESIRABLES

You will have a solid understanding of public relations and have worked on integrated PR and influencer campaigns throughout your career.

It would also be beneficial if you've come from an agency background as the role requires you to work across a multitude of accounts and manage workloads and expectations.

KEY RESPONSIBILITIES

- Work closely with the wider agency to streamline the delivery of influencer campaigns - this could be digital content driven or integrated with PR/social
- Creating campaign briefs and day-to-day management of live campaigns
- Ideation planning in-line with evolving content trends and platform advances
- Searching and screening for relevant influencers against brief guidelines and commercial metrics and presenting appropriate shortlists
- Engaging with influencers/agents across a variety of social channels and negotiating terms and conditions of collaboration, including managing and negotiating contracts
- Managing the onboarding process and schedule of content delivery
- Continually building a strong portfolio of suitable collaborators and staying up-to-date with the hottest emerging talents and trends
- Management of budgets; protecting agency margins, making recommendations for proposals to organising payment schedules
- Work with Influencers to collate campaign results
- Manage junior team members and be a core part of their training and development

CORE REQUIREMENTS

- Proven experience in an Influencer Marketing Role with a strong understanding of PR/Social Media and an impressive portfolio of measurable campaigns
- Excellent working knowledge of social platforms, predominantly Facebook, Instagram and TikTok
- Confident communicator
- Strong negotiator
- Excellent organisational skills
- Collaborative worker but with ability to work autonomously to deliver to brief and on-time
- A good standard of education – A levels or equivalent
- Ability to travel

WHAT YOU'LL GET

Salary: Generous salary - depending on experience

Hours:

- 37.5 hours per week - flexible hours (currently split between the office and remote working - rota dependant)
- Holidays
- Healthcare cover
- Laptop and mobile

No recruiters please, DO NOT click to apply, email Emma@democracypr.com DIRECTLY with your CV and cover letter.