

JOB DESCRIPTION

Influencer Marketing Executive

Key Requirements:

- 0-1 years of experience in influencer marketing role.
- Experience working in a digital marketing agency is preferred
- Good communication and interpersonal skills
- Ability to build and maintain relationships
- Strong creative thinking and negotiation skill
- Ability to keep up to date on all social media and influencer trends

Key Responsibilities:

- Network and identify new business synergies.
- Plan persuasive approaches and creative pitches
- Ensuring smooth internal & external coordination while ensuring optimum efficiency and client satisfaction
- Conduct regular research on brand handled and its competitors including new trends, on-going campaigns, creative innovations etc. and giving inputs for the same
- Sharing the quotations and deliverables.
- Ensuring client satisfaction by smooth and timely delivery of work
- Drafting and strategizing plan & creating reports on 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
- Creating relevant content that needs to be shared and gaining the approval from the client.