INFLUENCER MANAGER

Job Ref. No: #JDMPR3532

2026 - 2027

- **Company Name** : Moris Media Private Limited
- **Designation** : Influencer Manager
- **Job Type** : Full Time
- **Industry** : Influencer Marketing & Creator Economy
- **Department** : Influencer Marketing
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is Currently Hiring for Influencer Manager in **India**. This job may require you to manage selected influencers, coordinate brand campaigns, supervise social media activities, handle professional schedules and maintain regular communication with clients, creators, agencies and internal teams. The Influencer Manager will serve as the main point of contact for assigned influencers and will be responsible for managing their brand enquiries, campaign commitments, meetings, shoots, public appearances, content calendars, travel plans and day-to-day professional requirements.

The role includes understanding campaign briefs, identifying suitable collaboration opportunities, discussing deliverables, coordinating commercials, tracking approvals and ensuring that content is published within agreed timelines. The selected professional will work closely with social media, content, design, production, public relations, finance and management teams to maintain accurate campaign records and provide timely updates to all concerned parties.

The **Influencer Manager** will also support the professional growth of assigned influencers by reviewing their profiles, content categories, audience response, posting consistency and suitability for brand partnerships. The person will help prepare media kits, commercial proposals, campaign presentations and collaboration details while ensuring that every opportunity matches the influencer's profile, audience and existing commitments.

This position involves a hybrid work structure with regular office attendance in Srinagar, remote coordination and on-ground responsibilities. The role may require travel for shoots, campaigns, meetings, interviews, events and public appearances. Working hours may vary according to campaign deadlines, travel schedules and influencer commitments. The selected candidate must demonstrate accountability, discretion, clear communication, strong coordination and the ability to manage multiple responsibilities without affecting timelines, client relationships or the professional interests of assigned influencers. The person must also be comfortable handling urgent schedule changes, coordinating with external vendors, protecting confidential information and representing Moris Media responsibly during meetings, travel assignments, client discussions and public-facing activities across different locations professionally.

Primary Responsibilities

Primary Roles and Responsibilities

1. Serve as the primary point of contact for assigned influencers and manage their daily professional communication, schedules, commitments and coordination requirements.

2. Understand brand campaign briefs, target audiences, content expectations, timelines, platforms, budgets and agreed deliverables before assigning opportunities to influencers.

3. Identify suitable brand collaboration opportunities based on each influencer's profile, content category, audience, location, language, reputation and existing commitments.

4. Manage influencer brand enquiries, campaign discussions, commercial negotiations, deliverable confirmations, timelines, payment terms and content usage conditions.

5. Maintain and coordinate professional calendars covering meetings, shoots, interviews, brand events, public appearances, content production, travel and personal appointments where authorised.

6. Supervise influencer social media activities, including content calendars, posting schedules, captions, profile updates, campaign posts, collaboration announcements and pending content requirements.

7. Coordinate content submissions, client reviews, requested revisions, final approvals, publishing dates, live links and campaign completion records.

8. Work closely with social media, content, design, video, production, public relations, finance, business development and management teams on assigned influencer requirements.

9. Prepare and regularly update influencer media kits, professional profiles, audience information, commercial rate cards, campaign presentations and collaboration proposals.

10. Review influencer profiles, content performance, audience response, posting consistency and brand suitability, and recommend practical areas for professional improvement.

11. Plan and manage travel arrangements, accommodation, local transportation, itineraries, event access, shoot schedules and on-ground requirements for assigned influencers.

12. Accompany influencers during shoots, campaigns, interviews, meetings, events, public appearances and outstation assignments whenever required.

13. Maintain accurate records of campaign briefs, contracts, approvals, quotations, invoices, payment schedules, influencer payouts, published content and performance reports.

14. Handle urgent schedule changes, delayed approvals, client concerns, travel matters, vendor coordination and other time-sensitive requirements with professional judgement.

15. Protect confidential information related to influencers, clients, contracts, payments, personal schedules and campaign details while representing Moris Media professionally during all interactions.

Required Skills

Primary Skills

- Strong understanding of influencer marketing, creator management, brand collaborations, campaign requirements and social media platforms.
- Ability to manage influencers professionally, including their schedules, meetings, shoots, travel plans, campaign commitments and daily coordination.
- Strong written and verbal communication skills for dealing with influencers, brands, agencies, clients, vendors and internal teams.
- Practical knowledge of Instagram, YouTube, Facebook, LinkedIn, X, Snapchat and other relevant social media platforms.
- Ability to understand campaign briefs, confirm deliverables, monitor timelines, coordinate approvals and maintain accurate campaign records.
- Strong negotiation skills for discussing influencer fees, agency charges, deliverables, timelines, content rights and payment terms.
- Ability to manage content calendars, posting schedules, campaign posts, brand approvals, revisions and publishing deadlines.
- Strong planning and time-management skills for handling multiple influencers, campaigns, meetings, events and travel schedules.
- Ability to prepare influencer profiles, media kits, commercial proposals, collaboration presentations and campaign reports.
- Good judgement when evaluating influencer profiles, audience relevance, engagement quality, content suitability and brand compatibility.
- Ability to work closely with social media, content, design, production, public relations, finance and management teams.
- Strong client-handling and relationship-management skills with the ability to provide regular updates and address coordination concerns professionally.

- Ability to maintain confidentiality regarding influencer information, client details, contracts, payments, personal schedules and campaign discussions.
- Comfortable handling schedule changes, delayed approvals, travel issues, urgent client requirements and on-ground coordination.
- Working knowledge of spreadsheets, presentations, campaign trackers, social media analytics and professional communication tools.

Experience Required

- 3 to 5 years of relevant professional experience is required.
- Previous experience in influencer marketing, creator management, talent management, celebrity management, social media marketing, digital marketing, advertising, public relations or entertainment management is preferred.
- Experience handling influencers, brand campaigns, client communication, commercial discussions, content approvals and campaign reporting is required.
- Candidates should have practical experience managing multiple campaigns, deadlines, stakeholders and influencer commitments.
- Experience coordinating shoots, events, public appearances, interviews, meetings and travel assignments will be preferred.
- Candidates should be able to provide details of relevant influencers, campaigns, clients, social media accounts or projects handled in previous roles.

Personality Type

- Responsible, organised and comfortable taking ownership of assigned influencers and campaigns.
- Confident while communicating with influencers, celebrities, clients, agencies, production teams and senior management.
- Calm and professional while handling urgent changes, disagreements, delayed approvals and time-sensitive requirements.

- Respectful of privacy and capable of managing confidential personal and commercial information.
- Flexible regarding working hours, campaign schedules, shoots, events and travel requirements.
- Open to frequent local and outstation travel based on influencer, campaign, event and production schedules.
- Comfortable accompanying influencers for shoots, meetings, interviews, brand events, public appearances and professional assignments.
- Self-disciplined and able to work within office-based, remote coordination and on-ground working conditions.
- Presentable and professional during client meetings, influencer interactions, events, shoots and travel assignments.
- Able to manage multiple responsibilities without affecting communication quality, deadlines or professional relationships.

Qualifications & Experience

Qualifications Required

- Bachelor's degree in Marketing, Advertising, Mass Communication, Public Relations, Media Studies, Business Administration, Entertainment Management or a related discipline.
- Relevant certification in influencer marketing, social media management, digital marketing, talent management or client servicing will be preferred.
- Practical knowledge of influencer campaigns, creator management, social media platforms, content coordination, brand communication and campaign reporting is required.
- Strong written and verbal communication skills in English and Hindi are preferred.
- Ability to prepare presentations, media kits, campaign reports, commercial proposals and influencer profiles.
- Working knowledge of spreadsheets, presentation software, campaign trackers, social media analytics and professional communication tools.

Open for Travel if Required

- The selected candidate must be willing to travel for influencer campaigns, shoots, client meetings, public appearances, interviews, events and production assignments.
- Travel may include local, intercity and outstation assignments depending on campaign and influencer requirements.
- The candidate may be required to accompany assigned influencers and coordinate transportation, accommodation, schedules, event access and on-ground arrangements.
- Flexibility regarding working hours and travel schedules is required.

Technical Specifications

The candidate must have access to the following equipment and resources to perform the role effectively:

- **High-Performance Laptop or Desktop:** A reliable computer with sufficient processing power, memory and storage to manage campaign documents, presentations, reports, media files, social media accounts and online meetings.
- **High-Speed Broadband Internet Connection:** A stable internet connection suitable for video calls, online coordination, campaign tracking, social media management and transferring large files.
- **Dedicated Workstation:** A quiet, organised and professional workspace suitable for remote coordination, client calls, influencer communication, documentation and focused work.
- **Smartphone:** A reliable smartphone with access to email, messaging applications, social media platforms, calendars and campaign communication tools.
- **Power Backup:** A suitable backup arrangement to reduce interruptions during meetings, campaign coordination and urgent communication.

Salary

Moris Media offers a competitive salary and benefits package. Compensation will be discussed based on the candidate's relevant experience, professional skills, influencer-management exposure, campaign-handling ability, current salary and overall suitability for the position.

Shortlisted candidates will receive further information regarding the salary structure during the interview and

management assessment process.

Candidates whose qualifications, experience and professional capabilities match the job requirements may use the application button provided below to submit their application.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

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