PR & INFLUENCER MARKETING MANAGER

Job Ref. No: #JDMPR1872

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Pr & Influencer Marketing Manager
- **Job Type** : Full Time
- **Industry** : Advertising & PR Industry
- **Department** : PR & Marketing Department
- **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 seeking an Influencer Marketing Manager in {City Name} to spearhead influencer marketing initiatives for Moris Media and its clients. The position calls for a dynamic and strategic individual capable of crafting and implementing comprehensive influencer strategies that elevate brand visibility, reputation, and engagement.

The Influencer Marketing Manager plays a crucial role in facilitating partnerships between celebrities, influencers, and brands for promotional purposes. Responsibilities include identifying suitable celebrities for product endorsements, negotiating contracts, managing collaborations, and ensuring campaign alignment with the brand's marketing objectives. Moreover, the manager is tasked with overseeing communication between the brand and celebrities, evaluating campaign performance, and gauging the effectiveness of influencer marketing campaigns. This position involves frequent domestic and international travel.

Primary Responsibilities

Primary Roles and Responsibilities

1. **Strategic Planning:** Develop and execute comprehensive influencer marketing strategies aligned with Moris Media's and clients' brand objectives and target audiences.
2. **Influencer Identification and Outreach:** Research, identify, and build relationships with relevant influencers (celebrities and key opinion leaders) across various social media platforms.
3. **Partnership Development:** Negotiate and secure mutually beneficial partnerships with influencers for product endorsements, brand collaborations, and promotional campaigns.
4. **Campaign Management:** Oversee end-to-end campaign execution, from initial concept and content creation to campaign launch and ongoing optimization.
5. **Contract Negotiation:** Draft, review, and negotiate contracts with influencers, ensuring clear expectations, deliverables, timelines, and compensation structures.
6. **Content Collaboration:** Guide and collaborate with influencers on content creation, ensuring alignment with brand messaging and campaign goals.
7. **Relationship Management:** Cultivate and maintain strong relationships with influencers, acting as the primary point of contact and fostering ongoing engagement.
8. **Performance Tracking:** Monitor campaign performance, track key metrics (reach, engagement, conversions), and provide data-driven insights to optimize future campaigns.
9. **Budget Management:** Develop and manage influencer marketing budgets, ensuring cost-effectiveness and maximizing return on investment (ROI).
10. **Reporting and Analysis:** Prepare comprehensive reports detailing campaign performance, key findings, and actionable recommendations for future strategies.
11. **Trend Analysis:** Stay abreast of the latest influencer marketing trends, platforms, and best practices to inform innovative campaign strategies.
12. **Brand Advocacy:** Leverage influencer partnerships to build brand awareness, reputation, and positive sentiment among target audiences.
13. **Crisis Management:** Address and mitigate potential challenges or issues arising from influencer

collaborations, ensuring timely resolution and protecting brand image.

14. **Travel Coordination:** Arrange and manage domestic and international travel for influencer meetings, events, and campaign shoots as needed.
15. **Cross-Functional Collaboration:** Work closely with internal teams (marketing, PR, creative) to ensure seamless integration of influencer campaigns with broader marketing efforts.

Required Skills

- **Strategic Thinking:** Proven ability to develop and execute comprehensive influencer marketing strategies aligned with brand goals.
- **Influencer Relationship Management:** Exceptional interpersonal and networking skills to build and maintain strong relationships with influencers and celebrities.
- **Communication & Negotiation:** Excellent written and verbal communication skills, including experience in contract negotiation and deal-making.
- **Project Management:** Ability to manage multiple campaigns simultaneously, from ideation to execution, ensuring timely delivery and results.
- **Data Analysis & Reporting:** Proficiency in tracking campaign performance, analyzing data, and generating insights to optimize future campaigns.
- **Creativity & Adaptability:** A creative mindset to develop innovative campaign concepts and adapt to the ever-changing influencer marketing landscape.
- **Trend Awareness:** Up-to-date knowledge of the latest influencer marketing trends, platforms, and best practices.
- **Social Media Expertise:** Deep understanding of various social media platforms, their algorithms, and content formats.
- **Brand Advocacy:** Passion for building brand awareness and positive sentiment through influencer partnerships.
- **Problem-Solving:** Ability to address and resolve challenges that may arise during influencer collaborations.

Experience

- **2-5 years** of relevant experience in influencer marketing or a related field (social media marketing, digital marketing, PR).
- **Proven track record** of successful influencer marketing campaigns with measurable results (e.g., increased brand awareness, engagement, conversions).
- **Experience managing** influencer relationships and partnerships, including contract negotiation and campaign execution.
- **Demonstrated ability** to work independently and collaboratively within a team environment.
- **Proficiency in** influencer marketing platforms or tools (if applicable).

Additional Requirements

- **Extroverted Personality:** Outgoing, sociable, and enthusiastic with strong interpersonal skills.
- **Willingness to Travel:** Open to domestic and international travel for influencer meetings, events, and campaign activities.

Qualifications & Experience

Qualifications Required

- **Education:** Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- **Experience:** 2-5 years of relevant experience in influencer marketing, PR, or social media marketing.
- **Skills:** Strong communication, negotiation, project management, data analysis, and interpersonal skills. Proven ability to develop and execute successful influencer marketing campaigns.
- **Personality:** Outgoing, enthusiastic, creative, and adaptable. A team player with a passion for building brand awareness and engagement.
- **Technical Proficiency:** Familiarity with social media platforms, influencer marketing tools, and analytics software.
- **Open to Travel:** Willingness to travel domestically and internationally for influencer meetings, events, and campaign activities.

Technical Specifications

To ensure optimal performance in this role, the ideal candidate will have access to:

- **High-performance Laptop or Desktop:** A powerful computer with sufficient processing power and memory to handle demanding tasks.
- **High-speed Broadband Internet Connection:** A stable and reliable internet connection for online collaboration and file sharing.
- **Virtual Workstation:** A dedicated workspace, either physical or virtual, conducive to focused and productive work.

Salary

Moris Media offers a competitive salary and benefits package. The specific salary range will be discussed during the interview process and will be commensurate with the candidate's experience, skills, and qualifications.

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.

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