INFLUENCER MARKETING MANAGER

Job Ref. No: #JDMPR1198

2024 - 2025

- **Company Name** : Moris Media Private Limited
- **Designation** : Influencer Marketing Manager
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : Marketing Writing Department
- **Work Model** : Remote
- **Salary** : ₹ 30,000 - ₹ 90,000

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 seeking a dynamic and results-oriented **Influencer Marketing Manager** to elevate the moCal brand. Embrace the flexibility and freedom of a remote work environment while shaping cutting-edge influencer marketing campaigns that drive brand visibility, engagement, and success on social media. You'll have the autonomy to develop and execute innovative strategies, build strong influencer relationships, and analyze campaign performance to deliver exceptional results. We offer the opportunity to work from anywhere, as long as you have a reliable internet connection and a passion for influencer marketing. If you thrive in a remote setting and are eager to push boundaries in the digital marketing world, this role is for you!

Primary Responsibilities

- Strategy Development: Design and implement comprehensive influencer marketing strategies that seamlessly align with moCal's brand objectives and overall marketing goals.
- Influencer Identification & Outreach: Proactively research, identify, and build relationships with influencers whose audience and values resonate with moCal's target market.
- Partnership Management: Cultivate and manage strong influencer collaborations, including contract negotiations, content guidance, and ongoing communication.
- Campaign Execution: Oversee the planning, execution, and optimization of influencer marketing campaigns, ensuring they deliver on established KPIs in a remote-work environment.
- Performance Analysis: Track campaign metrics (e.g., reach, engagement, conversions), analyze data, and provide actionable insights to refine strategies and maximize ROI.
- Cross-Functional Collaboration: Work effectively with remote teams in social media, creative, PR, and other relevant departments to develop integrated and impactful campaigns.
- Industry Knowledge: Stay up-to-date on the latest influencer marketing trends, best practices, and emerging platforms to drive innovation.
- Budget Management: Effectively manage campaign budgets, ensuring cost efficiency and optimal resource allocation within a remote setting.

Required Skills

- **Deep Understanding of moCal's Brand:** A thorough knowledge of moCal's target audience, brand voice, messaging, and overall marketing goals is paramount. This enables the manager to select influencers and shape campaigns that authentically resonate.
- **Social Media Savvy:** Mastery of the major social platforms (Instagram, TikTok, YouTube, etc.), including their algorithms, best practices, and the nuances of influencer engagement on each.
- **Influencer Identification & Relationship Building:** The ability to proactively find the *right* influencers who align with moCal's values and audience. It also requires nurturing strong, mutually beneficial relationships with these influencers.

- **Strategic Campaign Planning:** Crafting comprehensive influencer campaigns that ladder up to broader marketing goals, with clear objectives, timelines, and defined KPIs.
- **Creative Content Ideation:** Collaborating with influencers to develop engaging, on-brand content that will perform well with the target audience. This needs a dose of creativity and an understanding of what works on each platform.
- **Data-Driven Analysis:** Interpreting campaign metrics (reach, engagement, conversions, etc.) to measure success, extract insights, and optimize future strategies.
- **Negotiation & Contract Management:** Demonstrated skills in negotiating fair partnerships with influencers, handling contracts, and ensuring all terms are mutually advantageous.
- **Cross-Team Collaboration:** Working effectively with social media, creative, PR, and other teams to create holistic, integrated campaigns that maximize impact.
- **Proactive Trend Spotting:** Constantly monitoring the influencer marketing landscape to identify emerging trends, new platforms, and innovative opportunities to propel the moCal brand forward.
- **Excellent Communication & Interpersonal Skills:** Building trust with influencers, communicating clearly with internal teams, and fostering a positive collaborative environment are essential.

Qualifications & Experience

Essential Qualifications:

- **Experience:**
  - A minimum of 2-3 years of proven experience specifically in Influencer Marketing.
  - A track record of successfully developing and executing influencer campaigns.
  - Experience in managing influencer relationships in a professional setting.
- **Social Media Savvy:**
  - In-depth understanding of major social media platforms (Instagram, YouTube, TikTok, etc.) and their best practices.
  - Knowledge of how to engage with influencers and audiences effectively on each platform.
- **Strategic Thinking:**
  - Ability to develop influencer marketing strategies that align with moCal's specific brand identity and overall marketing goals.
  - Data-driven approach to campaign planning and optimization.
- **Communication & Negotiation:**
  - Excellent verbal and written communication skills for building strong relationships with influencers.
  - Strong negotiation skills to secure favorable collaborations.
- **Analytical Mindset:**
  - Proficiency in using data analysis tools to track campaign performance, make informed decisions, and report insights.
- **Project Management:**
  - Ability to manage multiple influencer campaigns simultaneously, meeting deadlines and budget constraints.

Highly Desirable Qualifications:

- **Remote Work Success:** Experience in thriving and demonstrating success in a remote or hybrid work environment.
- **Creativity:** A knack for developing innovative campaign ideas and concepts that stand out in the crowded influencer marketing space.
- **moCal Industry Knowledge:** Understanding of the relevant industry for moCal (technology, health, business, etc.) and the target audience the brand serves.
- **Educational Background:** Bachelor's degree in Marketing, Communications, or a related field.

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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