INFLUENCER MARKETING MANAGER

Job Ref. No: #JDMPR3552

2026 - 2027

- **Company Name** : Moris Media Private Limited
- **Designation** : Influencer Marketing Manager
- **Job Type** : Full-Time
- **Industry** : Entertainment & Celebrity Management
- **Department** : Celebrity & Influencer Management
- **Work Model** : Hybrid
- **Salary** : As Per Industry Standards

www.morismedia.com

About morismedia

Moris Media is recognised as the world's 3rd-largest influencer marketing management boutique agency, connecting brands with creators, influencers, public figures and digital communities through structured campaign management, creator partnerships and strategic brand collaborations. With more than 12+ years of industry experience, operations across **40+ countries** and expertise spanning 750+ departments, service functions and specialised operational areas, the organisation manages influencer campaigns across multiple industries, platforms and markets while maintaining a strong focus on professional standards, business relationships and measurable outcomes.

Operating from **Coimbatore**, the organisation provides a structured professional environment where collaboration, accountability, disciplined communication and consistent performance are expected across every assignment. Employees work closely with brands, influencers, creators, agencies, production teams, content specialists and business stakeholders while maintaining organised documentation, commercial confidentiality and timely campaign coordination. Every role is supported by clearly defined processes, professional development opportunities and exposure to national and international campaigns.

The **Influencer Marketing Manager** plays an important role in managing brand collaborations while providing dedicated support to selected influencers represented by Moris Media. The position includes campaign planning, influencer identification, client communication, commercial coordination, social media supervision, reporting and long-term relationship management. It also involves regular interaction with brands, creators, internal departments and external partners from **Coimbatore**, while supporting approved remote coordination and business travel to ensure campaign commitments are delivered according to approved timelines and business objectives.

Professionals joining Moris Media become part of a performance-oriented organisation where responsibility, professionalism, organised coordination and strong business relationships contribute to long-term career development and meaningful industry exposure.

Job Summary

The **Influencer Marketing Manager** is responsible for managing influencer marketing campaigns for brands while providing dedicated professional support to selected influencers represented by Moris Media. The role covers campaign planning, influencer identification, client communication, commercial coordination, content supervision, account management, campaign reporting and long-term relationship management. The position also includes managing influencer calendars, meetings, content shoots, brand collaborations, travel arrangements, public appearances and other approved professional commitments. The selected professional will primarily operate from **Coimbatore**, while supporting remote coordination and approved business travel whenever required.

This position serves as the primary coordination point between brands, influencers, agencies, production teams and internal departments. The selected professional will understand campaign objectives, evaluate creator suitability, recommend appropriate influencers, coordinate content approvals, monitor publishing schedules and maintain accurate records of campaign deliverables, commercial agreements, contracts, invoices, payments and performance reports. The role also includes participating in commercial discussions covering influencer fees, agency charges, content rights, campaign timelines, payment terms and exclusivity agreements.

The **Influencer Marketing Manager** will work closely with business development, social media, content, creative, production, finance and management teams to ensure every campaign brief, approval, deadline and commercial update is communicated accurately. Regular onsite collaboration from **Coimbatore** is required, supported by remote communication, client meetings, influencer interactions, content shoots, campaign reviews, business events and approved local or outstation travel.

This position plays an important role in supporting client satisfaction, campaign performance, influencer retention, account continuity and business growth. The successful candidate must demonstrate professional communication, commercial awareness, organised documentation, sound decision-making and consistent follow-up while managing multiple campaigns and stakeholder relationships simultaneously. The role requires the ability to respond effectively to changing schedules, urgent approvals, travel commitments and time-sensitive campaign activities while maintaining confidentiality, accuracy and high professional standards.

Primary Responsibilities

- **Influencer Campaign Management**
  Plan, organise and manage end-to-end influencer marketing campaigns by understanding client objectives, campaign budgets, target audiences, preferred platforms, content requirements, publishing schedules, deliverables and reporting expectations. Monitor campaign progress to ensure all agreed commitments are completed within approved timelines.
- **Influencer Identification and Evaluation**
  Research, evaluate and shortlist nano, micro, mid-tier, macro, mega and celebrity influencers based on audience quality, engagement, content category, language, location, previous brand collaborations and campaign suitability. Maintain an updated database of qualified influencers for future campaigns.
- **Client Relationship Management**

Communicate directly with clients to understand campaign requirements, present suitable influencer recommendations, provide campaign updates, coordinate approvals, address feedback and maintain long-term business relationships through professional account management.

- **Dedicated Influencer Management**
  Act as the primary professional contact for assigned influencers by managing brand enquiries, campaign participation, meetings, shoots, public appearances, travel arrangements, collaboration schedules and day-to-day professional coordination.
- **Social Media Campaign Coordination**
  Coordinate content calendars, campaign posts, publishing schedules, captions, profile updates and collaboration announcements while ensuring campaign content is published according to approved timelines and brand guidelines.
- **Commercial Negotiation and Brand Partnerships**
  Participate in commercial discussions involving influencer fees, agency charges, campaign deliverables, payment terms, content rights, exclusivity agreements, revision requests and cancellation conditions while supporting commercially appropriate brand collaborations.
- **Campaign Documentation and Reporting**
  Maintain accurate campaign trackers, influencer databases, client communication records, contracts, invoices, payment status, approval logs, publishing records and performance reports. Provide regular progress updates to internal stakeholders and management.
- **Cross-Functional Collaboration**
  Coordinate with business development, content, social media, creative, production, finance, public relations and management teams to ensure campaign requirements, deadlines, approvals and deliverables are communicated accurately across all departments.
- **Brand and Influencer Relationship Management**
  Build and maintain professional relationships with brands, agencies, influencers, creators and external partners while supporting account continuity, repeat business and long-term collaboration opportunities.
- **Travel, Events and On-Ground Coordination**
  Coordinate travel arrangements, accommodation, itineraries, event participation and on-ground logistics. Accompany influencers during content shoots, campaigns, interviews, launches, promotional activities and public appearances whenever required.
- **Campaign Quality Assurance**
  Review campaign deliverables before publication to verify compliance with approved briefs, contractual commitments, platform requirements and brand expectations while maintaining quality standards throughout campaign activities.
- **Timeline and Priority Management**
  Manage multiple campaigns, meetings, approvals, publishing schedules, influencer commitments and client deadlines simultaneously while ensuring timely completion of assigned responsibilities.
- **Confidentiality and Professional Conduct**
  Protect confidential information relating to clients, influencers, contracts, campaign strategies, commercial discussions, payments and business operations while maintaining professional conduct in every interaction.
- **Performance Monitoring and Continuous Improvement**
  Review campaign performance, identify opportunities to improve operational efficiency, strengthen influencer relationships, support client retention and contribute to consistent improvements in campaign management

processes.

Required Skills

- **Influencer Marketing Expertise**
  Strong understanding of influencer categories, campaign structures, audience analysis, engagement quality, platform selection, creator suitability, campaign planning and brand collaboration requirements across multiple industries and digital platforms.
- **Client Relationship Management**
  Ability to understand client objectives, manage expectations, present campaign recommendations, communicate professionally and maintain long-term business relationships through consistent account management.
- **Influencer Relationship Management**
  Ability to work professionally with influencers, creators, talent managers and agencies while coordinating schedules, campaigns, commercial discussions, content approvals, meetings and professional commitments.
- **Campaign Planning and Coordination**
  Strong capability to organise campaign activities, manage multiple assignments simultaneously, monitor deliverables, coordinate approvals and ensure campaigns are completed according to approved timelines.
- **Commercial Negotiation Skills**
  Experience negotiating influencer fees, campaign budgets, agency charges, content rights, deliverables, exclusivity agreements, payment terms and commercial conditions while protecting client and organisational interests.
- **Social Media Platform Knowledge**
  Working knowledge of Instagram, YouTube, Facebook, LinkedIn, X, Snapchat and other relevant social media platforms, including content formats, publishing practices, audience engagement and campaign performance monitoring.
- **Communication Skills**
  Excellent verbal and written communication skills with the ability to interact professionally with clients, influencers, agencies, internal departments and external business partners across different communication channels.
- **Presentation and Interpersonal Skills**
  Professional presentation, confident interpersonal communication and the ability to represent Moris Media effectively during meetings, events, content shoots, client discussions and influencer interactions.
- **Time and Calendar Management**
  Ability to manage multiple campaigns, meetings, travel schedules, publishing calendars, influencer commitments and client deadlines while maintaining organised workflows and timely follow-ups.
- **Reporting and Documentation**
  Ability to maintain campaign trackers, influencer records, contracts, invoices, payment updates, approval logs

and performance reports with accuracy and attention to detail.

- **Problem-Solving and Decision-Making**
  Ability to resolve campaign concerns, scheduling conflicts, approval delays and operational issues through practical decision-making while maintaining professional communication and business continuity.
- **Relationship Building**
  Ability to establish and maintain professional relationships with brands, creators, agencies, production partners and internal stakeholders to support long-term collaboration and account continuity.
- **Technology Proficiency**
  Proficiency in spreadsheets, presentations, campaign tracking tools, reporting systems, social media management platforms and standard business communication applications.
- **Confidentiality and Professional Ethics**
  Ability to protect confidential information relating to influencers, clients, campaigns, contracts, commercial discussions, financial records and business operations while maintaining the highest standards of professional conduct.
- **Travel Readiness and Adaptability**
  Willingness to travel for client meetings, influencer engagements, content shoots, campaigns, events, interviews and other approved business assignments while adapting to changing schedules and operational priorities.

Qualifications & Experience

- **Educational Qualification**
  Bachelor's degree in Marketing, Advertising, Mass Communication, Public Relations, Media Studies, Business Administration, Entertainment Management or a related discipline from a recognised institution. Professional certifications in influencer marketing, digital marketing, social media management, talent management or campaign management will be considered an added advantage.
- **Professional Experience**
  2 to 5 years of relevant experience in influencer marketing, creator management, talent management, celebrity management, social media marketing, digital marketing, advertising, client servicing or a related field. Experience managing brand collaborations, influencer campaigns, commercial negotiations and client accounts is required. Candidates should be able to demonstrate previous campaign experience and professional achievements relevant to the role.
- **Technical Knowledge**
  Practical knowledge of influencer marketing platforms, campaign management processes, social media platforms, content planning, audience analysis, campaign reporting, spreadsheets, presentations, campaign trackers, analytics tools and professional business communication applications.
- **Industry Knowledge**
  Good understanding of influencer marketing practices, creator partnerships, brand collaboration models, social media platforms, digital content formats, campaign life cycles, commercial agreements, disclosure requirements and industry standards relevant to influencer marketing.

- **Campaign and Account Management**
  Experience managing multiple influencer campaigns, coordinating client accounts, maintaining campaign documentation, monitoring deliverables, supervising publishing schedules and supporting successful campaign completion within approved timelines.
- **Commercial and Negotiation Knowledge**
  Knowledge of influencer pricing, commercial discussions, campaign contracts, content rights, exclusivity agreements, payment terms, revision processes and brand collaboration practices.
- **Reporting and Documentation**
  Ability to prepare campaign reports, maintain influencer databases, manage contracts, invoices, approval records, payment information and campaign performance documentation with accuracy and consistency.
- **Communication Proficiency**
  Excellent verbal and written communication skills with the ability to interact professionally with clients, influencers, creators, agencies, production teams and internal departments while maintaining clear and timely communication.
- **Professional Presentation**
  Professional appearance, business etiquette and confidence to represent Moris Media during client meetings, influencer meetings, content shoots, events, presentations and official business engagements.
- **Regional and Market Understanding**
  Familiarity with influencer marketing trends, creator communities, brand collaborations and the regional business environment within Kashmir will be considered an advantage for effective campaign coordination and relationship management.
- **Travel Availability**
  Willingness to travel locally and outstation for client meetings, influencer collaborations, content shoots, campaigns, events, interviews and other approved business assignments whenever required.
- **Work Eligibility**
  Candidates must be legally authorised to work in India and should be currently residing in Srinagar or another part of the Kashmir region from where they can regularly report to the Srinagar office.

Work Model & Professional Setup

- **Work Model**
  This is a **Hybrid** position requiring regular onsite attendance at the Moris Media office in Srinagar, combined with remote coordination for campaign management, client communication, influencer engagement and internal collaboration.
- **Employment Type**
  Full-Time position with responsibilities covering influencer marketing, client account management, creator coordination, campaign supervision and business development support.
- **Office Attendance**
  Regular attendance at the Srinagar office is mandatory for campaign planning, internal meetings, client

discussions, influencer coordination, performance reviews and operational collaboration with cross-functional teams.

- **Remote Communication Requirements**
  The role requires consistent online communication with brands, influencers, agencies, production partners and internal departments through approved business communication platforms. Candidates must maintain timely responses, organised coordination and professional communication throughout the workday.
- **Travel and Availability Requirements**
  Willingness and availability to travel locally and outstation whenever required for client meetings, influencer collaborations, content shoots, interviews, promotional campaigns, brand activations, public appearances, networking events, business meetings and other approved assignments. Flexibility to work beyond standard business hours, including evenings, weekends and public holidays, is required whenever campaign schedules, travel plans or client commitments demand additional support.
- **Operational Collaboration**
  Work closely with business development, social media, content, design, production, finance and management teams to ensure campaign information, approvals, deliverables and commercial updates are communicated accurately and completed within approved timelines.
- **Technology and Connectivity Requirements**
  Candidates must have access to a reliable laptop, smartphone and stable internet connection to support remote coordination, virtual meetings, campaign tracking, reporting and day-to-day business communication.
- **Performance Expectations**
  Maintain accurate campaign records, deliver timely updates, coordinate multiple influencer accounts, meet approved deadlines, support client satisfaction and maintain professional standards across all assigned responsibilities.
- **Professional Representation**
  Represent Moris Media professionally during client meetings, influencer interactions, business discussions, content shoots, campaigns, events and official travel assignments while maintaining appropriate business etiquette and communication standards.
- **Compliance and Confidentiality**
  Maintain strict confidentiality regarding client information, influencer details, commercial agreements, campaign strategies, contracts, financial records and internal business information while complying with organisational policies and professional standards.

Travel & Availability Requirement

The **Influencer Marketing Manager** position requires regular travel and flexible availability to support client engagements, influencer commitments and campaign activities. The selected professional must be willing to travel locally and outstation whenever required for client meetings, brand discussions, influencer meetings, content shoots, campaign productions, promotional activities, interviews, product launches, networking events, media interactions, public appearances, business presentations and other approved assignments.

The role also includes accompanying assigned influencers during campaigns, brand collaborations, production schedules, events and professional appearances to ensure smooth coordination, timely communication and successful completion of campaign deliverables. Responsibilities may include coordinating travel arrangements, accommodation,

local transportation, event access, itineraries and other operational requirements associated with business assignments.

Candidates must be available to work beyond standard business hours whenever campaign schedules, publishing deadlines, client requirements, travel plans, content production or live events require additional support. Availability during early mornings, evenings, weekends and public holidays may be necessary depending on campaign commitments and influencer schedules.

The position requires the ability to respond professionally to changing schedules, urgent client requests, last-minute campaign updates and time-sensitive approvals while maintaining organised coordination across brands, influencers, agencies and internal teams. The successful candidate should be comfortable managing multiple assignments across different locations while maintaining consistent communication, accurate documentation and professional representation of Moris Media during every business interaction.

Compensation, Benefits & Company Support

- **Health, Insurance and Employee Well-Being**
  Eligible employees may receive medical insurance, life insurance, wellness support and other approved health-related benefits in accordance with employment terms, role eligibility and company policy.
- **Performance Rewards and Career Growth**
  Employees may be considered for performance-based incentives, recognition programmes, professional development opportunities, leadership responsibilities, international assignments and internal career progression based on individual performance, business contribution and organisational requirements.
- **Paid Leave and Flexible Work Support**
  Eligible employees may receive paid leave, public holidays and flexible scheduling, where operationally appropriate, to support business commitments, campaign schedules, travel assignments and approved personal requirements in accordance with company policy.
- **Business Travel and Operational Support**
  Approved business travel for client meetings, influencer collaborations, content shoots, campaigns, events and official assignments, along with eligible travel, accommodation, local transportation and communication expenses, may be supported in accordance with company policy.
- **Benefit Eligibility**
  The benefits applicable to this position will be confirmed through the formal offer of employment, applicable employment terms, role eligibility and the prevailing Moris Media company policy.

Apply Only Through the Official Job Page

- **Application Submission**
  Interested candidates should submit their application through the official Moris Media careers portal with an updated resume highlighting relevant experience in influencer marketing, creator management, client servicing, campaign management or related fields. Candidates should apply only if they are eligible to work from {***Location}*** and meet the role requirements.
- **Application Review and Shortlisting**
  Each application will be evaluated based on relevant professional experience, campaign management capability, communication skills, commercial understanding and overall suitability for the **Influencer Marketing Manager** position. Preference will be given to candidates who can regularly report to the office in {***Location}*** in accordance with the approved work model.
- **Interview and Professional Assessment**
  Shortlisted candidates may participate in one or more interview rounds, practical discussions and role-specific assessments to evaluate influencer marketing knowledge, client relationship management, commercial negotiation, campaign planning, creator management, communication skills and overall professional suitability.
- **Document Verification and Offer**
  Candidates selected after the assessment process will complete the required document verification before receiving a formal offer of employment. Compensation, employment terms, role responsibilities and company policies will be discussed during the final stage of the recruitment process.
- **Onboarding**
  Candidates who accept the employment offer will complete the onboarding process, including organisational orientation, department introduction, policy acknowledgement, role briefing and system access before assuming responsibilities from {***Location}***.
- **Recruitment Communication**
  Recruitment updates will be shared only through Moris Media's official communication channels. Only shortlisted candidates will receive further communication regarding interviews, assessments and the final selection process.

APPLY ONLINE HERE

Career Opportunities Across Borders

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