

# PRESENT

## **Job Title:** Digital Influencer Marketing Manager

As Digital Influencer Marketing Manager, you will be responsible for developing, managing and implementing digital influencer campaigns for multiple brands across all press and digital channels.

You will be the main point of contact for all digital influencer activations, you will liaise with both in-house and external teams across all disciplines of the business including PR, Marketing, Digital and Social Media. This is an exciting role for a digital native with a proven track record in managing talent and digital influencers across a number of global fashion brands.

### **Main duties and responsibilities**

- Identify, manage and approach key digital influencers building on existing relationships and establishing new ones.
- Manage content creation partnerships with talent and relevant digital online media outlets.
- Develop and support creative strategies for Press and Content Marketing for clients.
- Lead the execution of those strategies.
- Use the relevant analytics tools to measure the performance of these campaigns.
- Analyse the success or failure of projects and develop recommendations for improvements in future.
- Manage all contract negotiations and fees, ensuring that all contract terms have been adhered to across the duration of the campaign.
- Manage budgets and reconcile spend.
- Liaise with various team members to ensure briefs are client expectations are met or surpassed.
- Identify issues with client accounts and act upon them proactively.
- Project manage.
- Ensure that creative standards remain high.
- Manage communications and work-flow between departments.
- Stay up to date with the latest developments in social media, advocating new technologies and opportunities.

### **Skills and requirements:**

- Have proven relationships and an existing network with leading local digital influencers in the fashion industry.
- Have proven PR & Marketing experience and a strong understanding of brand, building personas, how customers engage with content and what a compelling and effective digital activation looks like.
- Be confident negotiating contracts, rates and terms and conditions with individuals and agencies.
- Have experience in planning and executing PR and digital marketing strategies for clients across multiple channels.
- Feel comfortable pitching and developing creative content ideas.
- Be able to track and measure the success of digital marketing & Influencer activations using analytics tools.
- Have solid experience of managing teams and stakeholders across multiple channels
- drive quality traffic and engagement to assigned brands through development and execution of PR and content marketing strategy and planning.
- Have solid PR experience and contacts across online and traditional consumer, national, and trade press with knowledge across both UK and international markets, preferably within the fashion and lifestyle sector.
- Have a strong understanding of Influencers and social media management.
- Have a proven track record of delivering creative campaigns.
- Have an understanding of paid social media marketing.

**Permanent position. Competitive salary + bonuses**

**Applicants are requested to submit a C.V and covering letter outlining why you want to work for PRESENT Agency and what you can bring to the team to [nicki@presentagency.com](mailto:nicki@presentagency.com)**