Title: Influencer Marketing Specialist

Reporting Relationship: Digital Strategy Manager

Salary: Salary and bonus structure commensurate with experience

Job Brief

- Love working with influencers and using social media?
- We are seeking a digitally savvy, experienced marketing mind to develop and execute our influencer marketing strategies and creative campaigns
- If you are a team player who displays a positive, professional attitude at all times who knows the influencer world, then you are the person we are looking for
- Interest and passion for the sports, entertainment and big brand industries is a must

Influencer Marketing Specialist duties and responsibilities

- Develop and execute influencer marketing strategies and creative campaigns
- Identify and build relationships with prominent influencers and thought leaders
- Attend relevant events for networking and business purposes
- Develop content ideas and write and curate content
- Research relevant industry experts, competitors, target audience and users
- Brainstorm new, creative approaches to influencer campaigns
- Keep abreast of emerging trends, technologies and influencers
- Liaising with the marketing team to create and coordinate marketing strategies that work across different channels

Influencer Marketing Specialist Requirements

- Bachelor's degree in Marketing
- Proven track record in outreach campaign strategies
- In-depth knowledge of social media marketing industry
- Impeccable verbal and written communication skills
- Well organized with great time management skills
- Outstanding project management skills
- Excellent interpersonal and relationship-building skills
- Networking aptitude

Interested or know someone who might be a good fit? Drop us an email with your CV and salary requirements to hello@strategicplayground.com.

Strategic Playground is a marketing, branding and content solutions agency. We are great utility players. With more than 20 years of experience working with Fortune 1000 companies, sports leagues, teams, professional athletes, entertainment properties and the brands that sponsor these organizations.

www.strategicplayground.com