

JOB -DESCRIPTION DESIGNATION:

Influencer Marketing /Sales

We are looking for an Influencer Marketing/Sales Associate/Manager to join our ITW Universe Family. Ideally this person will bring with them a passion for the world of influencer marketing, a knowledge and passion which they can share, and an understanding of the importance of managing relationships, applying logic, and actively listening to client needs in order to create and manage effective campaigns for our varied portfolio of clients across all brands. As well as using existing skills, experience and knowledge to nurture and guide the executives.

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.

What will you need to do?

➤ Roles & Responsibilities:

- Managing organizational sales by developing a business plan that covers sales, revenue, and expense controls.
- Meeting planned sales goals.
- Setting individual sales targets with the Influencer sales team.
- Develop campaigns grounded in a strategic approach by gathering audience, market and business insights, using a variety of tools including Julius and social insights platforms
- Develop KPI frameworks which meet client business goals
- Project manage influencer marketing campaigns from initial response through to post campaign reporting, including campaign activation and talent content creation.
- Take responsibility for campaign budget management to ensure campaign profitability and ensure deadlines and key milestones are met
- Understand the finance processes and ensure team accuracy with client billings and supplier payments
- Lead, motivate & inspire your Exec(s) to develop within their roles
- Pro-actively build strong relationships with client stakeholders and internal teams at all levels to ensure client retention and continued revenue growth
- Support leadership team with updating revenue forecasts
- Execute and lead digital marketing and social media programs for clients including oversight/execution of digital strategies, and influencer marketing programs
- Build and maintain influencer relationships and consult on influencer programs across the agency
- Work with senior digital leadership to continuously stay on top of the changing influencer marketing landscape and proactively identify ways to evolve Edelman Toronto's influencer marketing offering accordingly
- Become the go-to in-house expert on influencer marketing tools, platforms, vendors and networks
- Exhibit effective project management working closely with account teams – prepare and/or review activity reports and status reports for clients
- Participate in new business process including research, audits, proposal development and pitch presentations

What skills are we looking for?

➤ Skills:

- Strong organizational skills that reflect ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail
- Impeccable verbal and written communication skills
- Sales & handling negotiations
- Demonstrated proactive approaches to problem-solving with strong decision-making capability
- Highly resourceful team-player, with the ability to also be extremely effective independently
- Proven ability to handle confidential information with discretion, be adaptable to various competing demands, and demonstrate the highest level of customer/client service and response.
- Demonstrated ability to achieve high performance goals and meet deadlines in a fast-paced environment
- Forward looking thinker, who actively seeks opportunities and proposes solutions
- Demonstrate experience as a far reaching social media influencer
- Tech Savvy with well-honed marketing skills
- An amicable, authoritative, and culturally aware
- Networking aptitude

➤ Qualification – Graduate/ Post-Graduate ➤ Remuneration – As per Industry Standard ➤ Probation – The job will involve a Six-month probation period