

United Arab Emirates Jobs Expertini®

Influencer Marketing Manager

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Company: Opontia

Location: dubai

Category: other-general

Description:

Lead influencer and KOL campaigns from ideation, execution, to data analysis and reporting

Cultivate and develop influencer and editorial relationships; and help build a community of

Tencent Ambassadors

Work with best-in-class agency partners and cross-functional teams to define and establish influencer standard

Present to internal stakeholders, methodologies, process, and campaign recapping

Lead influencer recruitment strategy, in alignment with internal brand objectives & KPI's

Work closely with the Marketing team to create story arcs and marketing strategies to ensure content outputs meets brand standards

Confidently lead nano, micro, and macro influencer campaigns

Execute front-line response and increase follower retention, conversion, engagement, and brand loyalty by proactively monitoring and engaging in online social communities

Qualifications:

5+ years of professional experience leading influencer marketing strategy and campaign execution for an influencer network, agency within gaming or tech space

Native Arabic Speaker & Fluency in English

In-depth knowledge and understanding of current and emerging social media platforms

Must have a huge database of social media influencers / celebrities within the MENA region
Strong background running influencer marketing / ambassador programs across MENA
Experience with influencer and social management tools

PERSONALITY & SOFT SKILLS

You EXCEL in building and maintaining relationships

Exceptional drive and commitment striving for excellence.

Multitasking: you enjoy the chaos (the good kind) that comes with managing multiple brands

A doer who can own influencer management process end-to-end

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