
STICKY RICE

CONTENT THAT STICKS



INFLUENCER CAMPAIGN MANAGER

Sticky Rice is looking for a Influencer Campaign Manager to join our team and work on some of top accounts of the agency.

- Department: Business Development
- Full-time (5 days/week)
- Min. Experience: 1 year

THE JOB

Love working with social media and let your creativity take over? We are seeking a digital-oriented, marketing mind and social media lover to develop, monitor and execute our influencer marketing strategies and creative campaigns. The Influencer Campaign Manager will handle a portfolio of KOLs and develop fun and creative influencer programs across multiple brands, from writing a strategic plan to identifying the right influencers for a campaign.

The Social Media & Influencer Manager is a highly motivated individual with people-skill and a passion for designing and implementing social media strategies with a focus on innovation and creativity.

MISSIONS

- In charge of a portfolio of clients on Social Media (Facebook, Instagram, Twitter, Line...)
- Identify, manage and contact key social media influencers building on existing relationships and establishing new ones.
- Create a strong professional relationship, trust and reliability with our influencers partners
- Develop influencer campaigns strategies on social media (targets, message, objectives, actions)
- Pitch the campaign requirements to the social media influencers
- Manage contract negotiations and fees, ensuring that all contract terms have been approved for the duration of the campaign.
- Oversee campaigns to ensure timely delivery of influencer assets (posts, stories, videos...)
- Coordinate products logistics (from client to influencers)



- Analyze the success of projects and develop recommendations for future improvements
- Benchmark existing competition + keeping in touch with current trends on Social Media

QUALIFICATIONS

Social Media is about being innovative, creative but requires rigor and responsiveness. You will need to have:

- Strong, professional written and verbal communication skills in English and Thai
- Past experience in a digital marketing, social media or community management position (min. 1 year experience)
- Adopt a very professional and competent attitude when discussing with client
- Ability to synthesize ideas and answer client's brief
- Excellent knowledge of digital trends with a deep focus on social media
- Ability to work in teams and under pressure
- Be responsive and respect deadlines
- Always push your creativity and be innovative!
- Be curious about social and digital trends

We love originality, creativity and anything out of the box! If you feel like sometimes you don't belong to human kind, then you definitely belong to Sticky Rice!

APPLY

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