

Influencer Marketing Specialist

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Company: Supernova

Location: Poland

Category: business-and-financial-operations

Do you want to be a part of the skincare brand that is taking social media and the beauty industry by storm? Committed to uncomplicated skincare, our goal is to reinvent and elevate our customers' skincare regimes with the most effective formulas and fuss-free routines. This is your chance to join the beauty and ecommerce sensation that delivers powerful yet environmentally-conscious products!

Sand & Sky is proudly born in Australia and our cruelty-free, strictly no-nasties formulas use Australian native botanicals to help people achieve their best skin yet.

The Role

We're looking for a super social-savvy Influencer Marketing Specialist with proven influencer marketing experience to join the Sand & Sky team! You'll be on the frontline of our social media strategies, building and maintaining relationships with bloggers and influencers. You love all things "celebrity" and "social" and know exactly who is currently 'hot or not' and who is 'up and coming'.

Responsibilities

Lead our influencer marketing which includes setting measurable objectives, creating strategies, driving tactical execution and measuring ROI in support of increasing our brand awareness and growth in our respective markets through Tiktok, Instagram and social media platforms.

Build a community around our brand, using a creative approach to connecting influencers and new communities

Strategically vet and identify new influencers who align with our brand DNA

Build, maintain, and grow mutually beneficial long-term relationships with influencers and brand ambassadors, leveraging those relationships to support business objectives and marketing strategies

Track, monitor and provide analytical reports on influencer campaigns to ensure return on investment (ROI) and media value (MV) targets are being hit.

Accurately maintain influencer budgets and manage influencer marketing platforms.

Collaborate with the Social Media and marketing team to provide compelling, influencer-led content that will engage our community across our brand's communications channels.

Brainstorm and come up with out of the box ideas and key concepts for influencers content.

Drive our global reach through influencer marketing campaigns across all social media platforms.

Ideal Profile

Minimum 3+ years of relevant work experience, preferably in the beauty industry

Great people skills

Experience in running blogger & influencer engagement campaigns is highly desirable

Ability to convey ideas in a clear and concise way, both verbally and in writing

Highly proficient in English

Positive thinking, cheerful, fun-loving character preferred

Passionate, driven, highly independent yet a great team player

Able to compose a convincing pitch to influencers/bloggers and when necessary negotiate a mutually beneficial agreement

A working knowledge of major social media channels including Instagram, TikTok, Facebook and YouTube

Analytical mind with the ability to monitor, interpret and report campaign results

Photoshop and Google analytics experience is a great bonus

What's on Offer?

This is your chance to join the beauty and ecommerce sensation that delivers powerful yet environmentally-conscious products!

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