



As the VIP/ Influencer Manager you will be responsible for Identifying, cultivating, and developing relationships with global influencers, while facilitating the planning and execution of influencer marketing campaigns. As a key member of the Marketing team, you will oversee gifting protocols, ideate gifting tools, track, and measure performance, while working with the director on managing budgets and timelines.

Some of What You'll Do:

- Identify, cultivate, and develop relationships with global influencers
- Maintain current client and brand relationships
- Facilitate the planning and execution of influencer marketing campaigns as a liaison between influencers and brand partners.
- Work with local global marketing teams to ensure that influencer strategies and influencer targets are aligned with global strategy
- Manage gifting protocols, product orders and shipments to influencers
- Ideate gifting tools and seasonal packaging for seeding
- Track, monitor and measure performance against KPIs
- Work closely with the global marketing and e-comm teams to manage influencer content distribution
- Partner with global marketing director in managing influencer budgets and timelines
- Support in casting and for brand campaigns

Some of What You'll Need:

- 3-5 years' of experience working with influencers and/or celebrities
- Well-organized and detail oriented
- Experience and knowledge of paid social channels from budgeting, execution, and strategy a plus
- Production experience an asset
- Experienced in social media, experience in other global social channels such as Weibo, WeChat, Instagram, TikTok and YouTube an asset
- Experience working with luxury fashion, streetwear, or skate brands.
- Knowledgeable in MS Office

Some of Who You Are:

- Great at maintaining internal and external relationships.
- Strong time management skills.
- Strong negotiation skills and experience in contracts/ terms
- Finger to the pulse on art, fashion and culture, with a strong understanding of Moose Knuckles consumers
- Strong presentation skills highly desirable