

# Influencer Marketing Manager

## (Company Description & Introduction)

The Influencer Marketing Manager will create and execute marketing strategies to amplify our influencer programs with the goal of making Numerator a household name. This high-profile new position will report to the Sr. Director of Corporate Marketing while working closely with the Sr. Director of B2B Marketing and cross-functionally with the Executive Strategy Team, Marketing, FinServ, Sales, and other teams.

## Responsibilities

- Establish a meaningful connection between the Executive Strategy Team, B2B Marketing, Strategic Press, Content Marketing, and FinServ to build inter-team collaboration and maximize amplification of each team's work
- Launch Financial & Policy marketing vertical and provide ongoing marketing strategy & support
- Build and execute corporate marketing financial & press strategy for named accounts drawing on available insights and crafting repeatable insight strategy (key trackers, etc) as needed
- Build and maintain reporting framework for influencer marketing strategy for Marketing and Numerator teams
- Attend EET, Marketing, and FinServ meetings to be "in the know" with current projects and create awareness across teams
- Support strategic press coverage including data & quote requests, reporter research, etc., to maximize coverage
- Identify paid, earned, and owned media opportunities to scale influencer marketing insights
- Establish a process to socialize and scale influencer output and results across GTM teams

## Skills & Requirements

- Bachelor's degree with 5+ years of relevant experience
- Experience managing and executing multi-channel marketing campaigns
- Project management - ability to understand scope, create timelines and budgets, and deliver on time to budget
- Analytical savvy - ability to create unique insights from data
- Ability to work independently, on multiple projects simultaneously amid demanding deadlines, and with both live and virtual team environments
- Solutions-oriented and extremely organized

- Flexibility, adaptability and strong stress-management skills
- Ability to handle high volume workload in a fast-paced environment
- High degree of technical computer literacy and proficiency in Microsoft Office suite and Google products