## **Job Title: Influencer Campaign Coordinator**

### **Company Overview**

We are our organization a light-asset company operating in the Philippines, covering multiple business sectors:

* **Tourism Services**: Tailored travel programs;
* **Government Assistance**: Immigration Bureau, Department of Labor, etc.;
* **Import-Export Trading**: Cross-border product operations;
* **Food Ventures**: Including our growing garlic sauce brand;
* **Media Operations**: Short-video production and marketing campaigns.

Through a **light-asset strategy**, we integrate diverse resources to provide efficient one-stop solutions to our clients and partners.

**Position Summary** Location: On-site at our Philippine office in Westgrove Place, Malate, Manila.  
 Nature: Regular Position, primarily handling **independent planning and execution of influencer marketing campaigns** for product promotion and social presence enhancement.

## **Salary & Benefits Structure**

1. **Basic Salary**
   * PHP 16,000 per month
2. **Performance Bonus**
   * PHP 5,000 to PHP 25,000 per month
   * Based on influencer campaign results, sales contribution, and deliverable quality. Performance indicators will be agreed upon per project basis.
3. **Fixed Allowance**
   * PHP 4,000 per month  
     + Includes meal, transportation, and housing supplements.
4. **13th Month Pay**
   * Provided according to Philippine labor regulations and company policy (prorated if applicable to the 3-month contract).
5. **Government Benefits**
   * Includes mandatory contributions for SSS, PhilHealth, Pag-IBIG, etc., in compliance with local laws.

## **Key Responsibilities**

### **1. Influencer Identification & Outreach**

* Independently identify suitable influencers within the Philippine market based on product goals.
* Initiate, communicate, and build creator partnerships aligned with local engagement trends.

### **2. Collaboration Negotiation & Contract Finalization**

* Coordinate with influencers to define content formats, delivery timelines, and pricing.
* Draft, negotiate, and finalize contracts independently or with legal support.
* Ensure timely delivery and fulfillment of agreed deliverables.

### **3. Campaign Management & Execution**

* Develop influencer briefs and coordinate all deliverables.
* Monitor campaign timelines, content alignment, and influencer adherence to brand guidelines.

### **4. Data Collection & Performance Evaluation**

* Track core influencer metrics: reach, engagement, cost-efficiency, and user interaction.
* Generate performance reports and propose optimization strategies based on data.

### **5. Cultural Fluency & Communication Tactics**

* Demonstrate understanding of local influencer collaboration habits and communication nuances.
* Foster positive, long-term creator relationships based on trust and transparency.

### **6. AI Integration in Workflow**

* Leverage AI tools (e.g., ChatGPT, Notion AI, Excel formula generation tools, etc.) to streamline research, content suggestions, and campaign reporting.
* Propose tech-enhanced improvements to influencer sourcing and communication.

## **Qualifications & Requirements**

### **Education & Background**

* College-level education preferred, especially in Marketing, Communications, or Multimedia.
* Previous experience managing creator/influencer relationships is required.

### **Professional Skills**

* Strong knowledge of TikTok, IG, and other relevant platforms, including Creator Centers.
* Familiarity with influencer pricing, contracts, and reporting formats.
* Capability to work autonomously on creator campaign lifecycles.

### **Language Proficiency**

* Fluent in English and Tagalog.
* Ability to conduct professional negotiations and draft written documents independently.

### **Personal Traits**

* Self-driven, detail-oriented, and highly organized.
* Passion for media trends and data-backed decision making.
* Responsible and communicative in deadline-sensitive environments.

## **Working Hours & Location**

* Monday to Friday, 8:00 AM – 5:00 PM
* Observing official Philippine holidays
* Full on-site presence required (no remote setup)

## **Application Methods**

* **If via Facebook:** Send a direct message to our official page with your CV/resumé attached, stating you’re applying for “Influencer Campaign Coordinator.”
* If via Job Boards / Email: Email your CV/resumé to