**INFLUENCER MARKETING MANAGER (IGAMING/SPORTS BETTING)**

We are seeking an experienced Influencer Marketing Manager to join our growing marketing team and help us leverage influential content creators and personalities to drive user acquisition, engagement, and brand loyalty within the online gaming space and sports betting space.

**Job Description:**

As the Influencer Marketing Manager, you will be responsible for developing and executing strategic influencer marketing campaigns that align with our company's business objectives and resonate with our target sports betting and iGaming audience. You will identify, evaluate, and onboard the right influencers and content creators to effectively reach and activate our user base across multiple digital and social media channels.

**Key Responsibilities:**

* Develop and implement a comprehensive influencer marketing strategy that supports our overall marketing and brand initiatives
* Research, identify, and vet influential content creators, streamers, athletes, and personalities within the sports betting, esports, and iGaming communities
* Negotiate and manage contractual agreements with selected influencers, including defining scopes of work, compensation, and performance KPIs
* Collaborate closely with the creative, content, and social media teams to develop high-quality assets and campaigns leveraging influencer content and endorsements
* Monitor and analyze the performance of influencer marketing campaigns, providing regular reporting and recommendations for optimization
* Stay up-to-date on the latest influencer marketing trends, best practices, and creative strategies within the iGaming and sports betting industries
* Ensure influencer activations and content adhere to all applicable regulations, compliance guidelines, and brand guidelines

**Qualifications:**

* 3+ years of experience in influencer marketing agency, preferably within the iGaming, sports betting, or related entertainment/media industries
* Proven track record of successful influencer campaigns that drove measurable results in user acquisition, engagement, and brand awareness
* Exceptional networking and relationship-building skills, with the ability to effectively collaborate with a wide range of internal and external stakeholders
* In-depth understanding of the sports betting, iGaming, and online entertainment landscape, including popular content creators, platforms, and industry trends
* Proficient in campaign performance analysis and reporting, with a data-driven approach to optimizing influencer strategies
* Strong communication and presentation skills, with the ability to convey complex ideas and recommendations clearly and concisely
* Familiarity with relevant regulations, compliance requirements, and best practices in the iGaming/sports betting industry