

Hiring: Influencer Marketing Manager -

We are looking for an Influencer Marketing Manager to lead our creator and partner programs across platforms like TikTok, Instagram, YouTube and Twitch.

You will own the strategy, relationships and campaigns that help us reach new audiences, bring our brands to life through creators and drive measurable results.

Key Responsibilities:

Strategy and planning

- Develop an influencer and creator strategy that supports our overall marketing and growth goals across multiple brands
- Identify priority markets, platforms and content formats based on audience insights and performance data
- Build always on and campaign based plans for product launches, events and key promotional periods

Creator and Partner Relationships

- Source, evaluate and onboard creators and digital partners who fit our brand guidelines and target audiences
- Manage day to day relationships with creators, agencies, talent managers and other partners
- Negotiate deliverables, timelines and fees while protecting brand, legal and compliance requirements

Campaign Management

- Brief creators and partners clearly on goals, key messages and required disclosures
- Review and approve content to ensure brand safety and alignment with platform and regulatory guidelines
- Coordinate timelines with Social Media, CRM and Design so influencer activity supports wider campaigns

Performance and Optimization

- Track performance of influencer & partner campaigns views, engagement, click through, sign ups or other agreed metrics
- Produce regular reports on what is working and what is not by platform, partner and content type
- Test and iterate on messaging, formats and partner mix to improve results over time

Collaboration and Internal Communication

- Work closely with Social Media, CRM, Design & Product teams to align influencer activity with content calendars & key events
- Share learnings and best practices with the wider marketing team and recommend new opportunities
- Provide insights on creator trends, platform changes and player behaviour to internal stakeholders

Compliance and Brand Safety

- Ensure all influencer and partner activity follows platform rules and advertising guidelines, including proper disclosures
- Partner with Legal and Compliance where needed to review higher risk campaigns or partners
- Monitor live content for potential issues and act quickly if something needs to be adjusted or removed

Requirements

- Bachelor's degree in Marketing, Communications or a related field, or equivalent experience
- Proven experience in influencer, creator or digital partnership marketing
- Strong understanding of social platforms and creator ecosystems
- Hands on experience managing creator or influencer campaigns from brief to reporting, including contracts, tracking & payments

- Comfortable working with data, setting KPIs and using analytics tools to evaluate performance
- Excellent written and verbal communication skills in English and strong relationship building skills
- Strong organizational skills and the ability to manage multiple campaigns and stakeholders at the same time
- Genuine interest in gaming and online communities and an understanding of gaming culture and trends

Nice To Have

- Experience working with influencer or creator platforms and partnership management tools
- Experience in performance driven campaigns CPI, CPA, ROAS or similar
- Experience in regulated or sensitive industries where compliance and brand safety are important

Benefits:

- Competitive salary and performance based bonuses
- Comprehensive benefits including extended healthcare, dental, vision and disability coverage
- Opportunities for career development, growth and advancement
- A collaborative and supportive team environment
- Company events and on site leisure facilities
- On site parking