

United States Jobs Expertini®

Supervisor, Creator Partnerships

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Company: Cycle

Location: New York

Category: other-general

Cycle is a full-service creator marketing agency. We're a longstanding leader in the influencer and content space, having executed award-winning, global programs with some of the biggest brands in the world. Cycle is a Wasserman company - learn more at www.cycle.media.

Wasserman powers the business of sports, music, entertainment and culture. Founded in 2002, Wasserman represents many of the world's most iconic sports and entertainment figures, music artists, brands and properties, empowering them to shape culture and captivate audiences worldwide.

Headquartered in Los Angeles, Wasserman operates globally across 27 countries and more than 62 cities, including New York, London, Abu Dhabi, Amsterdam, Hong Kong, Madrid, Mexico City, Toronto, Paris and Sydney. For more information, please visit www.teamwass.com.

Cycle seeks an Account Supervisor, Creator Partnerships with influencer experience that truly understands the social landscape and has a passion for influencers. The right candidate will oversee influencer campaigns, manage project leads and build meaningful client relationships. They will work closely with internal teams and clients to ensure a streamlined and effective execution of projects. They will use their experience and understanding of the digital space to deliver impactful influencer campaigns, in line with schedule and budget.

This is a fantastic opportunity for someone who is extremely organized, process oriented, and self-starting. Successful candidates will lead campaigns and act as a trusted resource for clients and internal team members. They should be passionate about the evolution of the brand-customer relationship and enthusiastic about all things digital and social. They should have a high-level ability to communicate effectively, creatively solve problems, and make decisions. Most importantly, they should be curious to learn and willing to put themselves in uncomfortable positions, constantly striving to push the boundaries of what is possible.

Responsibilities:

Execute successful influencer campaigns across a number of clients and verticals

Serve as client primary contact, leading kick-off calls and weekly status calls

Provide strategic and creative solutions to drive impactful results against client goals

Identify new business opportunities or incremental plus ups throughout campaigns

Prepare and present project reporting, analyzing performance relative to the campaign objectives and provide actionable recommendations

Stay up to date on industry trends and culture

Manager 2-3 direct reports

Source, vet and contract influencer talent inclusive of redlines

Demonstrate the ability to negotiate with talent and agents

Collaborate with internal teams to ensure all client KPIs are met

Efficiently manage deliverables timelines and budgets across clients and sales/new business team

Requirements

6+ years experience with managing clients and executing influencer campaigns

Strong organizational and execution skills with the ability to work across multiple projects

Strong attention to detail and creative problem-solving abilities

Well versed in influencer marketing space with knowledge of all social platforms
(Instagram, Facebook, Twitter, TikTok, YouTube, Twitch and Snapchat)

Proven track record of successfully meeting and exceeding client expectations and goals

Should have experience managing paid media process and reporting

Successfully understands how to work with cross-functional teams to execute successful campaigns

Management experience of internal teams

Confident communication skills - both verbal and written

Must be self-motivated, driven and able to work independently as well as part of a team

Excellent interpersonal skills and comfortable with client facing role

Passionate about the influencer and talent space

Base salary range: \$85,000 - \$120,000 plus bonus potential if applicable for role

Actual base salary is dependent on several factors including but not limited to; market dynamics, location and region, experience, specialized skills/training (education), level of responsibility, budgetary considerations, tenure at the

company (for current employees), etc. The salary range listed is just one component of the total compensation package for employees. Compensation decisions are dependent on circumstances of each role.

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