



Influencer & Production Coordinator (IPC)

DN Digital Agency Inc.

694 Queen St. West, Toronto, Ontario, Canada

Job Category: Communications, Marketing and Advertising

Job Type: Full Time

Remote Work: Hybrid (3 days in office, Toronto)

Compensation: \$48,500 Starting Salary

Benefits: Healthcare package after 3 months

Start of Work Term: November 1, 2024

Required Attachments: Resume, Cover Letter, Work Examples/Experience

Number of Open Positions: 1

Role Description:

The Influencer & Production Coordinator supports the Production Manager and Account Manager in talent acquisition and production coordination (influencers, writers, sketch, stand-up, stunts, streeters etc.). The IPC is responsible for assisting in talent lead generation, communication, negotiation, presentation deck building, and reporting on talent in all markets, including Canada, USA and Australia. They are client-facing at times.

Key Accountabilities - Production:

- Assisting in tactical execution for datenightdigital: ideating on creative content, strategy behind content, deck building for client review and approval, production schedule and casting for our streeter videos, sketch videos, stunt videos, whitelisting ad allocations, and overseeing the comedic tonality for the brand on social including but not limited to social copywriting
- Contributing to strategic planning and ideation on accounts in collaboration with Production Manager and Account Manager, including the creative process and influencer process
- Assisting Production Manager and Account Manager in growing and maintaining network of creators, influencers, and outsourced production team
- Assisting in overseeing weekly Writers Room
- Managing and utilizing influencer platform technology for all influencer management (Tagger → Upfluence)
- Assisting in managing and executing creator and influencer sourcing, outreach, negotiations, and on-going communications
- Assisting in managing creator and influencer briefs, contracts and invoices, including amendments, signing, and filing
- Communicating through the Social Director, Account Manager and Production Manager for all concept approvals and further ideation

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- Managing the INT and EXT influencer and production spreadsheets to ensure they remain updated with all deliverables as they are received, feedbacked and approved
- Assisting Social Director, Production Manager and Account Manager in managing the production and influencer budgets
- Maintaining Monday board influencer sections and spreadsheets to ensure full team is up to date on the status of the influencers and budget allocations
- Assisting in ongoing communication with creators/videographers/photographers/UGC creators/hosts/influencers
- Assisting in managing all influencer and creator content, including feedback and communicating posting dates when applicable
- Reviewing and completing initial QA of influencer video concepts and completed videos, sending notes to Social Director, Production Manager, and Account Manager before either sending to the client or returning to the influencer with feedback
- Communicating influencer and creator content approvals with Account Coordinators to ensure INT and EXT calendars are updated accordingly
- Managing invoicing communication between all contracted parties
- Manages communication with creators that are not approved and finalizes that relationship in a respectful and professional way
- Contributing to creating all decks for client approval where responsible
- Being available to manage the capture and production of content on work on our experiential events, brand engagements/co-branding activations, and influencer marketing campaigns alongside Production Manager
- Being on-site for production shoots and sometimes managing/running them to make sure brand guidelines are being met
- Assisting in creating and QA'ing all social media copy for all posts to make sure it's within the brand tonality and passes a comedic challenge
- Attending weekly status meetings with datenightdigital internal team, as well as weekly status meetings with client
- Attends weekly influencer status meetings
- Other duties and special projects as assigned

Qualifications

- Bachelor's degree in Marketing, Advertising, Digital Media or related field, or equivalent practical experience
- Excellent verbal and written communication skills to work effectively with clients and other team members
- Self-starter who can manage multiple tasks and projects simultaneously while prioritizing effectively in a fast-paced environment
- Experience in designing and outlining reports that explain the impact and results of the ads clearly

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About datenightdigital agency:

DN Digital Agency Inc is a premier social media agency that serves as a one-stop shop for all your social media needs. We are dedicated to helping brands thrive in the digital landscape by delivering impactful and engaging social media strategies. Our customer-centric approach puts the community at the heart of everything we do, ensuring that every brand we work with connects authentically with its target audience.

At DN Digital Agency Inc, we believe in pushing boundaries and constantly exploring innovative ways to amplify your brand's voice. Our team of experts excels in creative ideation, crafting compelling social media content, and implementing effective growth strategies. We understand that each brand is unique, and we tailor our services to meet the specific needs and goals of our clients.

With a specialized focus on industries such as hospitality, stay & travel, food & beverage, and entertainment, we possess in-depth knowledge and expertise in these sectors. Our comprehensive suite of services includes social media content creation, community management, media relations, online advertising, and more. We work tirelessly to ensure that your brand's message resonates with your target audience across various platforms.

Partnering with DN Digital Agency Inc means gaining a trusted ally that is committed to your success. We are passionate about helping businesses thrive in the ever-evolving digital landscape, and our dedicated team will work closely with you to develop a tailored social media strategy that drives results. With our expertise and your brand's vision, together, we can create a compelling online presence and forge meaningful connections with your audience.

www.datenightdigital.com

Send your resume, cover letter and work examples to josh@datenightdigital.com