

## Social Media & Influencer Marketing Specialist

### Description

About Airalo! Airalo is the world's first eSIM store that helps people connect in over 200+ countries and regions across the globe. We are building the next digital service that revolutionizes the telecom industry. We are a travel-tech company and an equal-opportunity environment that values and executes diversity, inclusion, and equity. Our team is spread across 50+ countries and six continents. What glues us together is our commitment to changing the way you connect. About you We hope that you care deeply about the quality of your work, the intrinsic worth of tasks, and the success of your team. You are self-disciplined and do not require micromanagement in terms of your skillset and work ethic. You do your best to flourish as an individual every day while working hard to foster a collaborative team environment. You believe in the importance of being authentic and staying authentic, honest, positive, and kind. You are a good interlocutor with clear and concise communication. You are able to manage multiple projects, have an analytical mind, pay keen attention to detail, and love to get your hands dirty. You are cognizant, tolerant, and welcoming of vulnerabilities and cultural differences.

**About the Role** Position: Full-time / Employee Location: Remote-first

**Benefits:** Health Insurance, work-from-anywhere stipend, annual wellness & learning credits, annual all-expenses-paid company retreat in a gorgeous destination & other benefits

Airalo is seeking a talented and highly motivated Social Media and Influencer Marketing Specialist to join our Growth team and grow our Arabia & Africa markets. You will be responsible for guiding the strategy and development of our entire social media ecosystem in your markets and you will develop and execute influencer marketing campaigns to raise brand awareness, drive user engagement, and boost conversions. This role offers an exciting opportunity to work with some of the most influential voices in the travel and tech industry.

**Responsibilities** include but are not limited to:

- Strategy Development and Campaign Planning:** Brainstorm, develop, and execute end-to-end influencer marketing campaigns aligned with Airalo's goals and target audience.
- Identify and Recruit Influencers:** Partner with relevant Arabic/African influencers, content creators, and/or agencies to create authentic and engaging content that showcases Airalo's products.
- Social Media Strategy:** Develop and execute an effective social media strategy tailored to the Arabia & Africa markets to increase brand awareness, engagement, and lead generation.
- Community Engagement:** Monitor and actively engage with the Airalo community on social media platforms, respond to comments, questions, and feedback promptly, and build positive relationships with followers.
- Performance Analysis and Reporting:** Monitor, analyze performance, and prepare reports on the ROI and effectiveness of influencer marketing efforts, including KPIs and metrics.
- Budget Management:** Effectively manage the budget allocated for influencer marketing campaigns, ensuring efficient use of resources.
- Compliance and Contracts:** Ensure that influencer partnerships comply with legal regulations and company policies. Manage influencer contracts and negotiations.
- Crisis Management:** Handle potential social media crises effectively, maintain a positive brand image, and address customer concerns professionally. And ensure compliance with local laws (e.g., copyright and data protection).
- Stay Up-to-Date:** Stay informed about industry trends, emerging influencers, and new platforms to continuously adapt and enhance Airalo's influencer marketing strategies.

**Must-haves:** At least 3+ years of experience in a similar role, even better if in the travel industry. Strong experience with social media and influencer marketing is a must. Knowledge of the Arabia & Africa markets. Fluency in English and Arabic, with impeccable verbal and written communication skills. Experience in brand management, content, social media, influencer, and market insight with an in-depth understanding of the social and digital space. Excellent knowledge of

### Hiring organization

Airalo

### Job Location

Remote

### Base Salary

\$ 105000 - \$ 155000

### Date posted

June 4, 2024

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Instagram/Facebook, TikTok, Youtube, Twitter, Telegram, Linkedin, Snapchat (and other eventual emerging social media) and abreast of social media best practices, and regional, and global trends

Owning a project that is not strictly part of your job description excites you and you take it as an opportunity to learn something new

Superior internal & external communication & cross-functional stakeholder management skills

Enjoying and excelling at handling multiple projects simultaneously in a matrix & complex environment

Good time management with an eye for perfection & a strong operational background

Good to have:

- Prior experience in the tech, travel, or telecommunications industry
- A network of influencers or influencer agencies you already worked with
- Knowledge of eSIM and GSMA-related technologies and services
- French language proficiency is a plus

If you are interested in this position, please apply via the link.

We sincerely thank all applicants in advance for submitting their interest in this opportunity with Airalo. Please mention the word **\*\*SHIMMERING\*\*** and tag `RMTUxLjgwLjE0My4yMDY=` when applying to show you read the job post completely (`#RMTUxLjgwLjE0My4yMDY=`). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

## Contacts

Job listing via RemoteOK.com