



## **Job Description – Creator Partnerships**

### **About the Company:**

Tamada Media is one of South India's fastest-growing digital media companies with some of the biggest digital content creators owned by us. While everybody is busy thinking out of the box, we at Tamada Media, tossed the box out. We believe in boundless innovation and encourage young talent to realize their true potential. We are partnered with some of India's leading OTT players and satellite television channels to give them digital-first content. We are also one of the enterprise partners for YouTube with over 1 billion monthly views and one of the top entertainment partners with Facebook. With our existing partnerships with some of the leading production houses down south, we are also able to bring in their production capabilities coupled with our execution prowess to make the best content out there.

### **Job Responsibilities:**

We are seeking a Talent Manager to oversee the careers of our influencers/talent. The Talent Manager will be responsible for managing all aspects of the talent's career, including strategic planning, branding, public relations, and business development.

- Oversee the career development of talent profiles, including strategic planning, branding, and marketing.
- Develop and execute marketing and promotional plans for clients, including advertising, public relations, and social media.
- Negotiate deals and contracts on behalf of clients, including endorsement deals, sponsorship agreements, and licensing agreements.
- Manage the clients' schedules, including appearances, interviews, and other promotional events.
- Collaborate with the clients' teams, including publicists, lawyers, and agents, to ensure cohesive and effective management.
- Monitor the clients' finances, including budgeting, royalties, and income streams. Provide regular progress reports and updates to clients and internal stakeholders.

### **Skills Required:**

- Graduate from Mass Communication and Journalism, BBA and similar background.
- Strong knowledge of the entertainment industry, including talent agencies, public relations, and marketing.
- Excellent communication and relationship-building skills.
- Strong negotiation and contract management skills.
- Ability to work independently and as part of a team in a fast-paced, deadline-driven environment.
- Knowledge of relevant tools and software, including talent databases and analytics platforms.