



Job Description – Associate – Integrated Brand Solutions

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:

1. Plan and implement influencer marketing strategies for different brands.
2. To develop marketing strategies to build and drive strong engagement with influencers, publishers, and celebrities from identification to content delivery.
3. Establishing a sales pipeline and ensuring it's aligned with the company's revenue targets and marketing goals
4. Assessing new business opportunities with the revenue target in mind
5. Developing a comprehensive digital business strategy for campaigns and overseeing their execution
6. Maintaining strong and successful working relationships with clients
7. Identifying, exploring, and evaluating business opportunities, performing risk assessment, and mitigating potential risks

Skills Required:

1. Knowledge of Sales & marketing best practices
2. The ability to translate complex business concepts into easy-to-understand strategies and tasks
3. Expert networking skills to generate new business opportunities and nurture relationships with existing clients
4. Proven success in winning, delivering, and retaining key clients
5. Excellent written and verbal communication skills
6. Ability to work well under pressure