

## Influencer & PR Assistant

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Company: Beauty Works

Location: Manchester Area

Category: sales-and-related

This position will play a pivotal role in driving the online presence and performance of Beauty Works websites. Reporting directly to the eCommerce Manager, you will be responsible for overseeing various aspects including SEO, UX, and CRO across both D2C and B2B websites.

**Job Summary**

The Influencer Assistant is a key role in our Brand & PR Department. Reporting to the Influencer Manager, the Influencer Assistant will be focused on; driving brand awareness, delivery of user-generated content (UGC) and streamlining administrative operations. The ideal candidate is someone who can work in a fast-paced environment, is motivated to learn whilst demonstrating adaptability. The role and Department require a great team player with excellent social and communication skills. You will be aware of pop culture and engaged with social trends, proactively identifying opportunities to create reactive content, that resonates with our target audience.

**Role Outline & responsibilities**

Complete end-to-end relationship management with talent/agents from initial outreach emails, fee negotiations, contracts, and payments. Delivery of weekly user-generated content across Instagram and TikTok, ensuring high-quality content aligned with brand objectives. Review content submitted by creators and feed back to the wider team; on content to be utilised across other marketing channels. Work closely with the Influencer Manager supporting administrative tasks such as processing PR orders, creating content briefs and sourcing influencers for content days and brand activations. Support the development and delivery of Beauty Works' influencer strategy by delivering KPIs relevant to each channel against brand and commercial objectives, increasing revenue as well as driving sessions and new customers. Assist with monthly and quarterly reports for the Influencer Manager, with clear

actionable takeaways and recommendations for growth. Increase efficiency within the department and suggest ways to improve UGC processes and workflows. Key Skills Good understanding and experience within the influencer landscape and social platforms. Knowledge of influencer market and potential brand contacts. Previous experience in influencer marketing or social media management is preferred but not required. Proven organisational skills with excellent attention to detail, with the ability to manage multiple tasks and deadlines simultaneously. Willingness to learn and work as part of a team. Excellent written, social and communication skills are imperative. Strong negotiation skills Ability to work effectively and calmly under pressure. Ability to form good working relationships with internal teams and external clients.

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