

Entertainment amp Influencer Marketing Coordinator



Locatie **Noord-Holland, Amsterdam**
<https://www.advertentieX.nl/x-2007022-z>

Bedrijfsomschrijving

The European head office of this international fashion & lifestyle brand is based in Amsterdam. The company's style is classic American with a twist. Dynamic, international, and open-minded describes the company's culture at best.

Functieomschrijving

Join our dynamic Entertainment & Influencer Marketing (EIM) team as an Entertainment & Influencer Marketing Coordinator, where you'll play a key role in driving the global vision of a major fashion & lifestyle brand. You'll support the discovery and research of top-tier influencers, help craft engaging and authentic narratives and develop omnichannel storytelling strategies. If you have 1-3 years of experience in influencer marketing, excellent communication skills, and a passion for social media and emerging trends, we want to hear from you. The deadline to apply is Thursday, August 1st at 12 noon.

The Department and Team

The Entertainment & Influencer Marketing (EIM) team is a dynamic, creative, and strategic group dedicated to enhancing the brand's visibility and engagement through partnerships with top-tier influencers and entertainment entities.

The Position

As an Entertainment & Influencer Marketing Coordinator, you will support the EIM team in executing global strategy to drive brand visibility, increase engagement, and amplify brand through strategic partnerships with talent and influencers.

Role and Responsibilities:

Assist in discovering, researching, and ideating current and prospective global catalysts. Support the creation of meaningful and authentic journeys for each catalyst, integrating them into a cohesive narrative that connects talent, product, brand, and consumer. Collaborate in developing omnichannel storytelling strategies that deliver impactful results. Fashion Show: Support the execution of it, content capture, catalyst journeys, and other experiential touchpoints (i.e. guestlist management). Ensure detailed and



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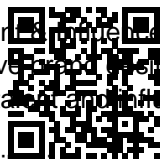
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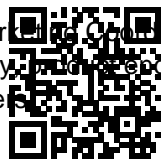
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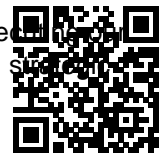
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solutions-oriented execution of ideas from concept to reality. Assist in coordinating logistics and details for events and experiences.

The Ideal Candidate:

A Bachelor's degree in a relevant field or equivalent experience is preferred. 1-3 years of experience in influencer marketing or a related field. Strong understanding of influencer marketing, brand marketing, and omnichannel strategies. Excellent written and verbal communication skills. Proven ability to manage multiple, time-sensitive projects. Proficiency in tools such as Keynote and Excel. Passionate about social media, culture, and emerging trends. Self-motivated, goal-oriented, and able to thrive in a fast-paced environment. Ability to work well in a team setting and collaborate effectively across functions.

What you can expect from our client:

An international environment which respects diversity, equality, and individuality; A beautiful state-of-the-art Campus; Depending on the role a monthly home - office budget; A chance to unwind with weekly social activities.

Sollicitatieprocedure

Apply now, and be sure to do so before Thursday, August 1st at 12 noon. Send your resume and a short motivation. Before we can introduce you to the client, we will invite you for an interview at our Projob office or online. For more information contact us at 020-5738383 or welcome@projob.nl.

Please note that we agreed with our clients to only introduce them to candidates who already live near the job location. Although you might be willing to relocate or commute, this is not an adequate option. Website easyapply.jobs/r