

GARÇON!

YOUR FIRST FAN

INFLUENCER & KOL SPECIALIST

Garçon is not this obnoxious french waiter you may encounter from time to time. He is actually Bangkok's #1 Agency dedicated to social media only, designing stunning strategies for brands across Thailand and beyond.

Because we thrive on creativity, shine under talent, genius and imagination, we provide 120% of our energy to developing innovative, entertaining and edgy social media campaigns for our clients to STAND OUT.

We're all about social media content: as we speak we're currently launching an hypnotizing campaign teaser, crafting a series of short silly videos and rebranding countless Instagram accounts with a touch of style and sense of innovation. We handle everything from strategy to execution, page management to content production, artwork design to viral ad campaigns, influencer marketing and so much more.

We're a bunch of creative minds, social media nerds and free spirits who are not afraid of going wild. Feel like you're the same? Great!

Garçon! is growing and we are looking for new talents to work on some of the most strategic accounts of the Agency.

Join us!



THE JOB

Love working with social media and let your creativity take over ?

We are seeking a digital-oriented, marketing mind and social media lover to develop, monitor and execute our influencer marketing strategies and creative campaigns.

Alongside a team of Account Managers, Content Strategists and our Studio, the Influencer and KOL Specialist will handle a portfolio of clients and develop creative influencer programs across multiple brands, from writing a strategic plan to identifying the right profiles for a campaign.

He/she will be responsible for receiving clients briefs, develop relevant creative ideas, reach out to influencers based on the campaigns objectives and implement the campaign while making sure KPIs are respected.

The Influencer and KOL Specialist is a highly motivated individual with people-skill and a passion for designing and implementing social media strategies with a focus on innovation and creativity.

MISSIONS

- In charge of a portfolio of clients on social media (Facebook, Instagram, Twitter, Line, TikTok, etc.).
- Develop compelling social media strategies (targets, message, objectives, actions). Monitor, moderate and respond to audience comments.
- Identify, manage and contact key social media influencers building on existing relationships and establishing new ones.
- Create a strong professional relationship, trust and reliability with our influencers partners
- Pitch the campaign strategies and requirements to the social media influencers
- Manage contract negotiations and fees, ensuring that all contract terms have been approved for the duration of the campaign.

- Oversee campaigns to ensure timely delivery of influencer assets (posts, stories, videos...)
- Coordinate products logistics (from client to influencer)
- Ensure that creative standards remain high.
- Analyze the success or failure of projects and develop recommendations for improvements in future. Benchmark existing competition + keeping in touch with current trends on Social Media

QUALIFICATIONS

Social Media is about being innovative, creative but requires rigor and responsiveness. You will need to have :

- Strong, professional written and verbal communication skills in English and Thai.
- Past experience in a digital marketing, social media or community management position (min. 1 year experience)
- Adopt a very professional and competent attitude when discussing with client
- Excellent knowledge of digital trends with a deep focus on social media.
- Ability to synthesize ideas and answer client's brief.
- Ability to work independently and under pressure.
- Be responsive and respect deadlines.
- Have a strategic approach on social planning and able to develop recommendations for clients.
- Always push your creativity and be innovative.



- Be curious about social and digital trends.
- Ability to work well in a collaborative environment.
- Fluent with basic management and productivity tools (Google Drive, Spreadsheets, Slack, Microsoft Office Suite...).

WHAT YOU GET

TRAINING

Every quarter we give you access to trainings in line with your career path development. We believe that learning new skills and gaining in expertise isn't an option but a must for everyone at the agency.

ABILITY TO MOVE UP

We are always on the lookout for talents. As we grow, we want you to grow alongside. We provide in-house opportunities to progress to managerial positions.

FAIR COMPENSATION & BONUSES

You work hard and we play our part. We offer motivating salaries and yearly benefits to reward your bottomless passion and celebrate the team's successes.

YOUNG, CREATIVE & BOLD TEAM

We're creating social media content so we want you to unleash your free-spirit and be yourself. BTW, drop the suit and the formalities, come as you are and shine

We love originality, creativity and anything out of the box. If you feel like sometimes you don't belong to human kind, then you definitely belong to Sticky Rice!

APPLY

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