



🌟 Join the VIBES Team as a Social Media Analytics Specialist! 🌟

About VIBES: VIBES - Voices Inspiring a Better Society, is a vibrant community of progressive influencers united by a common goal – inspiring positive societal change. VIBES is committed to educating, inspiring, and empowering young people, irrespective of language, gender and geography to participate in decisions that affect our collective future.

We are seeking an experienced Analytics Manager with in-depth experience in managing influencer campaigns to join our team at VIBES. As the Analytics Manager, you will play a critical role in leveraging data and analytics to optimize the impact of influencer campaigns, ensuring they align seamlessly with our mission.

Key Responsibilities:

- Develop and implement analytics strategies to measure the performance of influencer campaigns.
- Utilize data and analytics tools to derive insights into influencer impact, audience engagement, and content effectiveness.
- Collaborate with influencers and campaign teams to set analytics-driven objectives and key performance indicators (KPIs).
- Provide regular reports on the performance of influencer campaigns, offering insights for continuous improvement.
- Work closely with the Content and Short Video Specialists to align analytics efforts with content strategies.
- Identify trends and opportunities through data analysis, contributing to the strategic planning of future campaigns.
- Provide guidance and training to influencers on utilizing analytics to enhance their content strategies.

Qualifications:

- Proven experience as an Analytics Manager, preferably in the influencer marketing or social impact sector.
- Strong proficiency in analytics tools and platforms relevant to social media and influencer marketing.
- Analytical mindset with the ability to derive actionable insights from data.
- Excellent communication skills to convey analytics-driven recommendations to influencers and campaign teams.
- Ability to thrive in a fast-paced, dynamic environment.

What We Offer:

- A collaborative and vibrant work environment.
- Opportunities for professional growth and skill development.
- The chance to contribute to a movement inspiring positive change through impactful content creation.

- Excellent monetary benefits.

Our Culture: We welcome individuals from all backgrounds, genders, and walks of life. At VIBES, we value experience and drive over traditional qualifications. Our inclusive culture fosters collaboration, creativity, and a supportive environment for everyone.

How to Apply: Send your resume and a cover letter detailing your experience, along with a portfolio showcasing your content creation work, to careers@vibescollective.in