# Job Profile

Job Title: Celebrity and Influencer Lead

Directorate: Fundraising, Marketing, Digital & Influencing

Reports To: Director of Communications & Influencing

Matrix Reporting To: Head of Digital

Disclosure Check Level: None

Date created/last reviewed: November 2024

**Overall Role Purpose**

The Celebrity and Influencer Lead is responsible for developing and managing relationships with celebrities and social media influencers to promote the Guide Dogs brand objectives. This role involves strategic planning, relationship building, and campaign management to leverage the power of celebrity and influencer partnerships.

**Key Responsibilities**

* Develop and execute a comprehensive celebrity and influencer engagement strategy aligned with brand goals which will support the charity’s strategic objectives.
* Identify and evaluate potential celebrity and influencer partnerships and develop contact strategy to maintain relationships.
* Create innovative campaigns that leverage celebrity and influencer reach and engagement.
* Build and maintain strong relationships with celebrities, influencers, their agents, and managers.
* Act as the primary point of contact between the brand and celebrity/influencer partners.
* Negotiate contracts and agreements for partnerships and collaborations.
* Oversee the planning, execution, and evaluation of celebrity and influencer campaigns working with comms, digital, brand and product teams to ensure seamless campaign integration.
* Track and analyse the performance of celebrity and influencer partnerships to support the charity’s strategic objectives. Make recommendations to review the strategy and plans as appropriate including designing and instigating research surveys, such as focus groups and audits.
* Generate regular reports on campaign effectiveness and ROI.
* Use data insights to optimize future collaborations and strategies.
* Conduct risk assessments for potential celebrity and influencer partnerships.
* Make informed judgments about which celebrities and influencers to engage with to reach all our key audience stakeholders as well as emerging and smaller but influential community groups.
* Manage and mitigate any reputational risks associated with partnerships, including handling negative publicity and ensuring brand safety.
* Stay up-to-date with celebrity and influencer marketing trends and best practices.
* Attend industry events and maintain a strong network within the entertainment and influencer communities.
* Identify emerging talent and influencers for potential future collaborations.
* Line management of Influencer specialist.
* Work closely with the DOC and the Finance Business Partner to manage the influencer and celebrity budget to ensure that all activities are delivered to maximise impact, while remaining within budget.

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: 1

Number of Indirect Reports: None

Number of Volunteers Supervised: None

### Financial Accountability

Annual Income Accountability: None

Assets Managed: None

Budget Accountability: None

# Application of this Job Profile

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

# Working at Guide Dogs

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

# Person Specification

## Education/Qualifications

#### Essential

* Educated to degree level or equivalent.
* Extensive experience in celebrity management and influencer marketing, or related roles

## Job-Related Experience

#### Essential

* Significant experience of developing and implementing successful celebrity and influencer strategies in line with an organisation’s strategic aims
* Proven experience and ability to influence at all levels of an organisation and to understand the culture and its drivers in order to develop effective celebrity and influencer plans.
* Contract Knowledge: familiarity with legal aspects of influencer and celebrity contracts, including exclusivity, usage rights, brand safety clauses, and compliance with online advertising regulations.
* Strong understanding of social media platforms and influencer marketing landscape.
* Developed network and relationships with talent agents, publicists, influencers, and celebrity managers.
* Team management experience.

## Knowledge

#### Essential

* In-depth understanding of key influencers and celebrities in the UK across various platforms.
* Content development: knowledge of creating engaging content formats that work well across different social platforms. Understanding best practices for storytelling, video production, and content optimisation.
* **ROI measurement:** understanding of metrics for evaluating the success of influencer campaigns, such as engagement rates, reach, impressions, conversions, and product sales.
* Knowledge of digital marketing and SEO principles.
* **Analytics proficiency:** ability to interpret data from social media analytics, influencer performance metrics, and campaign KPIs to make data-driven decisions. Proficiency with tools like Google Analytics, Hootsuite or influencer-specific platforms.

#### Desirable

* Legal compliance: understanding of advertising standards and regulations in the UK, such as those set by the Advertising Standards Authority and the Competition and Markets Authority regarding influencer disclosures.
* Knowledge of the not-for-profit sector.

## Skills and Competencies

#### Essential

* Excellent networking and relationship-building skills: ability to build a rapport and strong relationships on behalf of Guide Dogs with internal and external stakeholders.
* Negotiation skills: strong negotiation skills to secure favourable terms for partnerships. This includes understanding industry rates, media value, and potential ROI.
* Market analysis: ability to conduct competitor analysis and assess the impact of celebrity and influencer partnerships in the market.
* Proficiency in social media analytics and influencer marketing tools.
* Excellent written and verbal communication skills.
* **Trends analysis:** ability to identify emerging trends, new influencers, and evolving consumer behaviours to capitalise on opportunities for Guide Dogs.
* Storytelling skills: understanding how to craft compelling narratives through influencer content to drive engagement and emotional connection with existing and new audiences.
* Strong results orientation.
* Prepared to challenge the status quo and understand the value of calculated risks and how to present these to the charity.
* Proven experience of developing creative and innovative solutions to communications issues.
* Experience of measuring the effectiveness of celebrity and influencer campaigns and evolve this measurement to suit requirements of the charity.

## Desirable

* Experience of project management, involving multiple stakeholders, start to finish.

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen, and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Safeguarding

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups;
* Emotional awareness;
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

## Mobility

A flexible approach with a willingness to work outside of core hours and away from home when required.

## Job Group (internal use only)

This role has been evaluated as a Lead Professional, please [follow this link](https://guidedogs.sharepoint.com/%3Aw%3A/g/EeljaHzyKNdPkirlXjUpxR4BlW4qFr60QS5M4l2tmZZncA?e=Z5OLfE) to view the salary band.