



PR/123776 | KOL Manager (Artist & Ambassador)

Job Information

Recruiter

JAC Recruitment Indonesia

Job ID

1599752

Industry

Retail

Job Type

Permanent Full-time

Location

Indonesia

Salary

Negotiable, based on experience

Refreshed

June 26th, 2026 11:55

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Qualifications

- Fluent in English; Mandarin is a plus.
- Minimum 6 years of experience in KOL/Influencer Management or a related field, with at least 2 years in a managerial role.
- **Strong network and database of Lifestyle Influencers/KOLs (Artist & Ambassador), preferably from ByteDance, top tier agency, or smartphone industry.**
- Strong skills in campaign planning, marketing strategy, and performance analysis across TikTok, Instagram, and YouTube.
- Solid understanding of digital marketing and social media trends.
- Excellent communication, negotiation, and stakeholder management skills.

Responsibilities

- Drive and own KOL/KOC strategies to maximize brand visibility, product adoption, sales impact and share of voice.

- Lead and develop the KOL/KOC team, ensuring high-quality execution and strong day-to-day performance.
- Own end-to-end influencer campaigns, from strategy and talent sourcing to negotiation, execution, and performance evaluation.
- Oversee and optimize KOL budgets and P&L, ensuring cost efficiency and strong ROI.
- Build and strengthen strategic partnerships with KOLs/KOCs, agencies, and key platforms (TikTok, Instagram, YouTube, live commerce, etc.)
- Work cross-functionally with marketing, sales, PR, and e-commerce teams to align on brand messaging and drive conversion.

Think you tick all the boxes? Great!

After applying, **send me a DM on my LinkedIn (Milysa Tjandra) briefly explaining why you're the best fit** for this role.

Your next big career move starts here!

#LI-JACID

Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

Privacy Policy Link: <https://www.jac-recruitment.co.id/privacy-policy>

Terms and Conditions Link: <https://www.jac-recruitment.co.id/terms-of-use>

Company Description