**Affiliate Marketing Manager**

**Overall Purpose of Role:**

Our ever-growing team is looking for an Affiliate Marketing Manager to take ownership of the affiliate marketing strategy and execution on a daily, weekly, quarterly and annual basis in line with our company marketing calendar.

As Affiliate Marketing Manager you will be responsible for setup, management and optimization of our existing in-house affiliate program. The role is both strategic - you will be responsible for affiliate marketing plus remuneration strategies, and hands-on - you will be responsible for acquiring new affiliates through recruitment, development and management of 3rd party affiliate relationships and for the measurement and reporting of the success of these relationships.

They will work directly with the Director of Marketing plus our marketing team to ensure our affiliate strategy is aligned with our marketing strategy and will deliver maximum business growth and profitability.

**Responsibilities:**

* Work with the Marketing Director to define affiliate marketing strategy, set KPIs and deliver positive return on investment.
* Own and manage our affiliate marketing calendar with affiliates to deliver profitable affiliate campaigns and build long lasting relationships
* Plan, manage and optimize affiliate strategy and campaigns globally including marketing management and remuneration strategies
* Lead and manage the process of acquiring new customers through the affiliate channel by consistently growing affiliate base and providing on-going marketing support to the affiliate partners (creative assets, content, promotions, etc)
* Grow and develop in-house affiliate marketing channel by working with affiliates and affiliate networks across various verticals
* Negotiate terms with large publishers and networks
* Analyze and report program performance using affiliate and 3rd party analytics platform, provide comprehensive reporting to all levels and making recommendations to improve overall ROI
* Provide support for new affiliates and assist with program implementation, creative delivery, creative asset production management, IT requests, affiliates operations, partner billing process, etc. . .
* Work with affiliates to improve in-house affiliate capabilities
* Manage, enforce and develop T&Cs for the affiliate program
* Effectively manage daily requests from affiliates
* Co-ordinate with the other acquisition team members to drive balanced and complementary campaigns

**Desired Skills and Experience**

**Skills and Competencies:**

* Exceptional attention to detail and analytical mindset
* Self-starter with ability to drive projects with minimum supervision / management
* Highly motivated and passionate about digital media
* Experience of developing acquisition / content / brand partnerships from scratch
* Strong negotiation and interpersonal skills – confident in talking to partners of different size and level
* Strong technical skills – solid understanding of affiliate, analytics, ad serving and digital technologies
* Excellent Excel skills – skilled at advanced data manipulation (pivot tables, SUMIFs, VLOOKUPs)
* Strong project management and organizational skills
* Ability to work well under pressure and to tight deadlines
* Excellent communication and presentation skills, written and oral
* Ability to communicate throughout all levels of an organization both technical and non-technical

**Educational / Experience Requirements:**

* 3 - 5 years affiliate marketing experience with demonstrable track record of setting up and managing successful affiliate program (in-house, network or agency)
* Experience of managing & growing in-house affiliate program by working with publishers and networks.
* Ability to demonstrate 3 – 4 successful affiliate tactics (email, content, loyalty & discount sites, networking, PR, social media, etc)
* Advanced understanding of affiliate ecosystem – affiliates / networks / agencies / advertisers
* Strong knowledge of affiliate technologies, program, platforms, networks and large affiliates
* Experience working with in-house affiliate platforms and networks – HasOffers, Cake, Etrass, Netrefer, Income Access, etc
* Experience working with affiliate networks – CJ, But.at, TradeDoubler, Zanox, ShareASale, Clickbank, etc
* Strong knowledge of setting up in-house programme (commission plans, legal contracts, tracking)
* Exceptional technical knowledge of affiliate tracking (conditional pixel, server-to-server postback, server-side URL parameter tokens, de-duplication, image / iframe requests, ad serving)
* Substantial knowledge of digital marketing landscape and different business models
* Understanding of CPM, CPC, CPL, CPS, revenue share and hybrid deals.
* Understanding of statistical reporting and web analytics
* Familiarity with SEO, PPC and affiliate marketing

**Personal Specification:**

* A strong and vibrant personality who is confident and comfortable working with a team
* Has a desire to be involved in all things digital
* Is a completer-finisher
* Excellent communication skills both written and oral
* ‘Hum-bitious’ - humble and ambitious
* Results driven

 **HOW TO APPLY:**

Email your CV & covering letter detailing why you are the best candidate for this role with the subject ‘Re: Affiliate Marketing Manager Application’ to support@bestbusinesscoach.ca

Please note that we can only contact successful applicants.