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|  | **Affiliate Marketing Manager**  Digital |  |

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| **Role Purpose:** To develop the company's Affiliate and Marketplace strategy in line with the wider marketing and company objectives. Manage external agencies and partners and take ownership of end to end processes to plan, direct and coordinate campaigns and day to day activities within the Affiliate and Marketplace channels. | |
| **Function / Business Unit:** Digital | **Location:** Remote with some head office travel |
| **Reporting Line:** Senior Digital Marketing Manager | **Budget Responsibility:** N/A |
| **Team Management: eBay Coordinator** | |
| **Key Accountabilities / Responsibilities:**   * Responsible for leading the Affiliate and Partnership strategy and designing and delivering effective programmes and campaigns * Manage and maintain agency and key partner relationships, staying abreast of industry trends and latest products/tools * Report on campaign effectiveness to senior stakeholders, including competitive landscape, KPIs, and recommendations on opportunities for growth and managing risks * Constant awareness of overall online performance & KPIs * Effectively manage product ranges in line with critical paths to all teams in the business * Employ communication strategies to ensure affiliates and marketplace channels are kept up to date with the latest marketing initiatives and product launches * Optimise exposure opportunities through the identification, research and recruitment of new affiliates and partners * Align activities with key stakeholders to increase performance from key product ranges * React to tactical trading opportunities/risks and ensure activity is put in place * Review internal processes to understand issues, challenges & blockers to form solutions & strategies * Utilise channel analysis & insight to improve marketplace and affiliate performance to drive sales and return on investment * Help deliver annual budgeted sales across Affiliate and Marketplace channels & partnerships * Work with Content Managers to develop SEO-rich content for Marketplaces, ensuring the content is on-brand, delivering the correct messages and in-line with the brand communication strategies. * Collaborate with other key members of the Digital and Marketing team to ensure consistency of messaging and a joined up multi-channel approach * Support the Senior Digital Manager and Head of Digital in the development and implementation of wider acquisition and retention campaigns | **Required Skills & Experience:**   * Demonstrable Digital Marketing experience with a strong Affiliate and Marketplaces background * A proven record of building and managing a high performing affiliate programme * Comfortable in managing external agency relationships and activities * Experience in working to deadlines within a fast paced, retail business * − Proven track record of hitting KPI goals such as CPA, ROAS or LTV with demonstrable experience in delivering strong sales growth * A thorough understanding of Affiliate Marketing including affiliate reward models and tracking software plus a thorough understanding of marketplaces and advertising concepts, and marketplace industry trends, particularly eBay * Excellent internal and external stakeholder management skills * A data driven outlook with experience of analytics and attribution tools * A strong understanding of digital acquisition channels and how they can work together   **Behaviours:**  **Commercial Awareness –** Has a business development mindset. Fully understands business priorities and aligns direction to match. Uses company knowledge and external market data to identify opportunities for commercial success.  **Communication -** Able to work with different teams to achieve the bigger picture. Communicates clearly, articulately and with conviction when speaking with an individual or before a group. Adapts content and style to their audience and is comfortable presenting to senior stakeholders  **Relationship Building** - Proactively identifies and deliberately develops important relationships. Works to communicate organisational vision and to understand strategic priorities  **Analytical -** Is metrics-driven with a hands-on approach to analysing and interpreting data to drive performance benefits. Has the ability to analyse the integrity of data.  **Drive and Motivation -** Confident self-starter, dedicated to achieving the best possible results, having a desire to drive performance forward. Passion, drive, resilience and a can do attitude. Someone who is keen to have real ownership and make things happen. Able to adapt quickly and successfully with the ability to work under pressure.  **Strategic Thinking and Awareness -** Understands, contributes and executes strategic plans by delegating and guiding others if necessary. Can explain plans fully and recognises viable creative ideas of others and brings them to the table and to those in a position to implement them. |