

Senior Affiliate Executive – Maternity Cover

Role

We are looking for an experienced data-driven affiliate marketer as a maternity cover for a minimum of 12 months (Fixed-term contract). You will be working with performance marketing manager to shape, refine and develop our affiliate programs as we look to rapidly grow our digital footprint and performance across the UK and our international markets.

What you'll be doing

- Develop, lead, and execute our affiliate strategy to drive new customer growth and incremental sales across our UK and international affiliate programs.
- Build, maintain & manage day-to-day working relationship with affiliate networks and publishers via AM (or self-serve portal where applicable)
- Promote affiliate scheme within the affiliate community, building relationships with and keeping key publishers engaged
- Work with network and international team to recruit and expand our affiliate base
- Identify and initiate new ideas, incentives and bonus structure to achieve and exceed performance goals
- Measure, monitor and analyse channel performance; provision of weekly and monthly reports
- Manage the affiliate budget, including commission, spend and validation of sales

We'd love to meet someone with ...

- At least 2 years of affiliate marketing experience, in-house or network side
- In depth knowledge of UK affiliate market, with an understanding of international affiliate markets
- Experience of managing hands-on affiliate and partnership campaigns
- Analytical mind-set, strong with numbers and data – excellent at Excel!
- Strong interpersonal skills, communication and attention to detail
- Organisational skills, time-management, and an ability to multi-task and juggle projects
- Experience using Google Analytics and Advanced Excel
- Additional foreign language skills a bonus

You'll be able to demonstrate:

- Understanding of different affiliate marketing models, tracking and AdTech
- Passion for digital marketing and an obsession with performance efficiency
- Commercial outlook, negotiation and experience of managing 3rd parties
- Can-do attitude, willingness to get stuck in and make things happen
- Flexibility, a ability to cope with change and ambiguity