

Affiliate Marketing Manager

A successful online marketing company “TechMedia4U” is looking for an Affiliate Marketing Manager position.

Responsibilities:

- Develop relationships with high quality, high volume traffic driving publishers
- Work closely with publishers and affiliate media partners to exceed account expectations
- Oversee and grow all of our online products and campaigns, and optimize product usage to increase lead acquisitions and optimize ROI
- Analyze pertinent data such as: customer acquisition cost, media spend, EPC's, lead quality and ROI
- Provide optimization feedback to production team for development of campaigns and creative materials
- Exploring new business opportunities and expansion to new markets
- Research, identify, recruit and prioritize potential business deals – ultimately negotiating favorable terms as well as long-term relationships
- Monitor affiliate activity, analyze performance, identify areas of improvement, and recommend ways to increase affiliate-generated revenues.
- Maintain high level of communication with affiliates, recommend new campaigns for affiliates and provide performance feedback to Sales team
- Set and then exceed monthly, quarterly and annual goals for revenue and growth – and help affiliates do the same
- Manage post-close campaign revisions and billing issues, working with Finance as necessary to resolve any discrepancies and settle monthly invoicing

Qualification:

- Ability to work both independently and with a team
- Ability to solution and problem solve with clients and team
- Computer expert and proven computer skills with deep understanding on the Internet, Microsoft Office: Word, Excel, PowerPoint, Outlook.
- High energy work ethic, with strong organizational skills and attention to detail.
- Must be able to work under pressure.
- Exceptional verbal and written communication.
- Proven ability to manage multiple projects at a time while paying strict attention to details.
- Excellent listening, negotiation and presentation skills.
- Webmaster experience is an advantage.
- Full understanding of in Business English both in reading and writing.

Key Skills/Experience:

- 2-3 years experience in affiliate marketing and/or online lead generation
- Bachelor's degree
- Strong sales & account management skills
- Knowledgeable of MS Office
- Independent, analytical, takes initiative, enthusiastic, professional, eager to learn

Salary & Advancement:

- Market conform salary
- Aggressive bonus compensation