

## **Position: Affiliate Manager**

### **POSITION SUMMARY:**

The Affiliate Manager is responsible for building and maintaining strong, revenue-generating relationships with affiliates.

### **RESPONSIBILITIES:**

The responsibilities of the affiliate manager are split into 2 different categories based on the different stages the different products of the company may be in.

#### **1. Launch Planning, Control & Management**

- Recruiting target affiliates to help support an upcoming launch
- Gathering affiliate support for an upcoming launch
- Helping prepare the “pre-launch” strategy
- Keeping affiliates well informed during pre-launch, launch and post launch via phone, e-mail and direct mail
- Managing and preparing any ad creative or specific need of the affiliate(s).

#### **2. Existing Product Affiliate Program Management**

- Identify and recruit top producing affiliates
- Build and maintain strong relationships with key affiliates.
- Assist in the development and execution of affiliate recruitment strategies.
- Assist in the development and execution of affiliate communication plans for retention and motivation.
- Actively consult with affiliates on an ongoing basis to help exceed their revenue objectives through recommending and implementing best practices or additional products/services to promote.
- Negotiate multiple payout structures including CPL, CPA and CPC.
- Compile statistical reports and develop trending analysis.
- Respond to affiliate questions and requests.
- Meet and exceed monthly revenue goals.
- Screen current and potential affiliates for fraudulent activities.

### **REQUIREMENTS:**

- Minimum three (3) years experience in Interactive marketing or media, e-commerce, advertising, or technical products & services industries
- Experience creating and executing search engine marketing, email marketing and affiliate marketing strategies preferred.
- A Bachelors degree in Business Administration or other relevant field is preferred
- Knowledge and experience in online advertising
- Excellent communication skills with a demonstrated ability to communicate at all levels of the organization, especially via phone.
- Exceptional written and verbal communication skills, excellent problem solving abilities.
- Highly organized and excellent time management
- Positive outlook and ability to influence and persuade others in a positive manner.

### **Contact Affiliate Classroom**

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