

## **AFFILIATE MARKETER/MANAGER**

- Affiliate marketing is a partnership between a website publisher or sales organization (otherwise known as an affiliate) and a vendor or advertiser.
- Affiliate marketers manage the relationship between their companies and affiliate partners to help drive sales revenue for their firm.

### **Duties & Responsibilities**

- The primary job of affiliate marketing professionals centers on planning, developing and executing marketing programs that support and recruit new affiliates.
- Some of these activities include performing marketing research on potential affiliate partners;
- monitoring affiliates and enforcing company procedures around affiliate programs;
- reviewing affiliate contracts, nurturing relationships with external vendors, affiliates and partners;
- and creating campaign reports that show progress and return on investment.
- **Qualifications**
- should have previous experience purchasing and negotiating pricing for various media, including email, banner and Web pop-up advertisements
- They should also exhibit analytical and database technology skills, which play an essential role in maintaining campaign management applications and generating marketing reports.
- should be proficient in Microsoft Office programs, as well as cold-calling and marketing analysis
- Other skills that prove helpful in this position include project management, website management and strategic planning.

**Rate:** Depends upon experience (TBD)

### **PROJECT RELATED COMPETENCIES SOLUTION DEVELOPMENT AND DELIVERY**

- Assists in physical and logical database design.
- Understands technical and functional design requirements.
- Creates prototypes for client engagements.
- Designs, codes, and tests technical solutions.
- Identifies system deficiencies and recommends solutions.

### **PROJECT EXECUTION**

- Assists in enforcement of development deadlines and schedules.
- Understands the necessity of and contributes to coding standards.
- Develops internal and external meeting objectives and agendas.
- Prioritizes multiple tasks effectively.

#### **PROFESSIONAL QUALITIES**

- Displays a positive attitude.
- Demonstrates flexibility in day-to-day work.
- Sets high standards of performance for oneself.

#### **TEAMWORK**

- Establishes harmonious working relationships with team members.
- Appreciates each team member's contributions and values each individual member.

#### **CLIENT MANAGEMENT**

- Values internal and external clients and responds to their needs as they arise.
- Establishes effective working relationship with clients.
- Follows established communication guidelines.
- Uses good judgment in what and how to communicate with clients.

#### **ORGANIZATIONAL RESPONSIBILITIES**

#### **PROFESSIONAL DEVELOPMENT**

- Understands the professional development process and becomes actively involved by setting challenging goals and meeting them through continuous learning.
- Seeks input from mentors and supervisors.
- Actively applies feedback received to day-to-day work and strives to improve performance.

#### **INTERNAL OPERATIONS**

- Accurately completes and submits time and expense reports in a timely manner
- Accurately completes and submits status reports in a timely manner.
- Complies with all company policies and procedures.