

## Affiliate Specialist, Digital Marketing

### Job Description

#### SUMMARY

The Affiliate Specialist supports their dedicated team and assigned clients in both carrying out and providing strategy and execution for Revel's affiliate marketing programs. A successful Affiliate Specialist is an avid learner, excellent communicator, and self-starter that rolls up their sleeves and digs into campaign execution, strategy, and analysis.

#### JOB DUTIES / ESSENTIAL FUNCTIONS

- Lead the execution and support development of the partnership marketing strategy across a range of affiliate marketing partners and networks.
- Strategize and proactively collaborate with your team(s) to implement affiliate programs that are tailored to each assigned client partner's goals.
  - Recognize when a pivot is needed and change tactics that aren't working in affiliate programs.
  - Proficiently run client calls and ensure follow up on all action items specific to the affiliate channel.
  - Forecast, analyze, and optimize affiliate spend and KPIs.
  - Maintain and promote client affiliate marketing calendars.
- Build and maintain strong relationships with external partners.
- Identify and create innovative programs that expand reach beyond core partners and current affiliate relationships.
- Participate in ongoing affiliate channel internal meetings and support affiliate training internally.
- Knowledge of how the affiliate channel works together with clients overall digital programs and site performance is required.
- Must demonstrate the continued desire to expand your skill set for program optimization and expansion.
- Perform regular in-depth analyses and audits of affiliate programs.
- Provide frequent progress reports regarding affiliate efforts and performance metrics to internal and external team members. Daily oversight and management of program, including but not limited to:
  - Budget & CPA management, commission structure, and contract set up in platform
  - Strategic recommendations on affiliate partners, new affiliate recruits, commission rates &/or promotional ideas
  - Ad copy, asset uploads & newsletter distribution via affiliate network
  - Promo code monitoring, and brand name (only 1 brand name or multiple with additional pass-through fees) monitoring for trademark bidding
  - Negotiating, booking and managing paid placements
  - Monthly management of return reconciliation
- Stay up-to-date on and monitor industry trends, and communicate these learnings with the internal team, and pass along relevant trends with your clients, regularly.
- Utilize Revel's project management toolset and communication with your manager, to self manage priorities of tasks, and flag any foreseeable deadline conflicts and to communicate with your internal team the status of assignments.
  - Support Revel's culture through living the values, and participation in, as well as supporting quarterly projects focused on Revel's growth initiatives.

#### SKILLS & QUALIFICATIONS

- Bachelor's degree
- 2+ years of previous applicable experience
- Strong qualitative and quantitative analytical skills and aptitude
- Effective in a variety of formal presentation settings and commands audience attention
- Dedicated to meeting and exceeding expectations of partners, establishes and maintains effective relationships with customers
- Consistently demonstrates positive attitude and upholds Revel's values
- Excellent Excel skills

- Strong software skills including in-depth knowledge of Google Suite (Gmail, GDocs, etc) and Microsoft Office applications (Word, PowerPoint, etc)
- Experience with affiliate marketing network including but not limited to CJ, Impact, Parternize/Pepperjam, Rakuten, AWIN/ShareASale
- Excellent interpersonal skills, including strong written and verbal communication skills
- Aptitude and desire to learn quickly when facing new problems, relentless learner, open to change
- Strong organizational skills with an ability to multi-task and execute under aggressive timelines
- Ability to handle multiple assignments with effective resolution of conflicting priorities
- Action oriented, enjoys working hard and facing new challenges
- Experience Utilizing Asana or other similar project management tool
- Applicable affiliate certifications
- Product feed management and integration experience
- High comfort level using the internet as a research and/or shopping tool
- Self starter who seizes opportunity
- Cross channel digital marketing experience a plus