

## AFFILIATE EXECUTIVE (HOMEWARE BRAND)

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Company: House of Fashion Associates Ltd

Location: Manchester

Category: other-general

**Location** Manchester

**Type:** Permanent

**Salary** £25,000 - £35,000 Per Annum

AFFILIATE MARKETING

GLOBAL HIGH GROWTH ONLINE HOMEWARE BRAND

BASED IN HQ'S IN WORSLEY

Our client is in the UK's top 20 fastest growing online ecommerce brands, selling globally and experiencing very high growth revenue. This is an amazing opportunity to join a dynamic and ambitious company offered great career prospects for the right candidate.

### THE ROLE

Reporting to the Head of Digital

Take ownership of the OHS affiliate programme, and campaigns to ensure maximum ROAS is achieved.

Support the Senior Marketing Influencer and Outreach Executive to grow web traffic, revenue, number of new customers as well as build returning customer activity.

Work closely with the digital marketing and e-commerce trading teams to ensure weekly, monthly and quarterly targets are achieved. Grow the influencer and affiliate channels.

## **DUTIES :**

- Identify and cultivate top performers and develop incentive programs to reward key partners
- Create monthly promotions and communications to affiliate marketers
- Collaborate with internal teams to regularly create and improve landing pages, overall marketing, and merchandising campaigns through the affiliate network
- Develop new affiliate recruitment and program marketing campaigns
- Responsible for running affiliate accounts whilst making sure on delivering personal and group KPI's
- Implement strategies to increase quality and yield of key affiliate partners
- Represent affiliate team at industry events and keep updated on industry trends.
- Manage key accounts across all brands and increase business from mid to top-tier affiliates
- Maintain good affiliate relationships both in North America and ROW markets
- Accountability for performance across affiliate and digital display channels in our core markets.
- Analysing and monitoring channel performance data and generating insights that inform decisions as part of a continuous improvement loop.
- Maintaining key relationships with top affiliates/partners/advertisers to ensure they are up to date with product offering, promotions and marketing materials in order to maximise ROI and ROAS.
- Own and administer monthly commission calculations and payment processing procedure.
- Work closely with our ace design team to ensure promo materials are always appropriate and competitive.
- Proactively identifying new partnership opportunities across all digital channels in order to drive scalability of our acquisition function.
- Coordinating technical integrations with external partners (AWIN, TagManager etc)

## **KEY ACCOUNTABILITIES**

Spend, revenue,  
sessions, CVR, stock

levels

## WORKING CLOSELY WITH

Head of Digital Marketing

- Ecommerce Trading Manager
- Creative team / content creation team
- Product development manager

OFFICE BASED

0900 - 5.00PM

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