

Affiliate Manager - Igaming

Job Description We are a premium B2B Sportsbook and Casino Provider company to burst on to the scene and looking for the best talents to grow the company. We are looking to build on a UK affiliate programme which will be fundamental to our marketing strategy and business growth. You will work with multiple teams and stakeholders across the business to ensure consistent and effective affiliate strategies are agreed and implemented. This position is ideally suited to an experienced affiliate manager with marketing experience looking to take on a high-profile position in the gaming industry.

Key responsibilities and accountabilities:

- Delivering acquisition and retention campaigns to our affiliates both off the shelf and bespoke to meet the requirements of a given deal.
- Working with the affiliate marketing administrators to ensure that core processes are adhered to.
- Working across departments to align affiliate strategy and meet business objectives.
- Drive key processes such as conversion, product enhancements and marketing offers forward.
- Identifying and recruitment of affiliates from industry.
- Development and implementation of regular affiliate communication strategies.
- Negotiating deals with top performing gaming affiliates for exposure of the brand.
- Development of content strategy, forum participation and distribution of content via blog, PR, social media and affiliate forums.
- Analysis of affiliate performance.
- Development of promotional incentives and affiliate VIP strategies.

Essential criteria

- Excellent written and verbal skills.
- Significant experience of digital marketing within the gaming industry.
- Strong team player, passionate about affiliate marketing with the ability to work with colleagues across departments and locations.
- An eye for detail, being analytical for reporting purposes to enhance the affiliate programme.
- Highly developed influencing skills and the ability to manage both upward and downward effectively.
- Commercially astute demonstrating strong negotiation skills.
- Technically proficient with core business IT programmes and the ability to adapt and learn new systems.

- A self-starter with the ability to thrive in fast paced and pressurised environments.
Person Specification
- Enjoy working to tight deadlines and managing different projects at the same time.
- The ability to constructively challenge current thinking in a manner that pushes the boundaries and creates long term competitive advantage.
- Strategic thinker with the ability to influence peers and stakeholders across the organisation.
- A Strong communicator at all business levels internally and externally.
- Excellent organisational skills.
- A creative and logical thinker, demonstrating skills in problem solving.
- Flexible and robust personality with the ability to adapt quickly and efficiently to the changing requirements and challenges of a fast-growing business.
- Ability to select effective approaches for problem solving based on available information and business objectives.

Seniority Level

Associate

Industry

- Information Technology & Services
- Computer Software
- Computer Games

Employment Type

Full-time

Job Functions

- Other