

## Job Description

**Job title:** Senior Partnerships Manager - Affiliate Marketing

**Team:** Genie Shopping Network Team

### Purpose of role

Genie Shopping Network (GSN) is an exciting new business within the Genie Ventures organisation. This is a great opportunity to get involved in the early stages of a fast-growing business unit within a successful e-commerce technology business. We work with leading online retailers to drive additional sales through the Google Shopping CSS programme across the EU. You will feel comfortable working to targets and building long-lasting relationships within affiliate networks and agencies as Genie Shopping builds to become one of the top affiliates in the UK, and on into Europe. The successful candidate will be responsible for managing a small team and securing new business, through affiliate networks, agencies and client direct. You will become an expert in all things Google Shopping and CSS related and will be joining a fun, smart and growing team in a highly competitive new area for online retail. We are proud of the business we've created in a short space of time and very excited about the future growth opportunities. You'll be detail oriented, organised, conscientious and hard working with a strong client focus. Remote working is embraced by Genie but for the future, when things return to normal flexibility to travel from time to time and attend events is required. Additional European languages would be a bonus.

### Reporting To:

Jo Underhill, Partnerships Director

### What you'll do:

#### Key Responsibilities

#### Sales:

- Be an expert in Google Shopping CSS services. Understand how it works, why it is beneficial to retailers and consultatively sell the service to affiliate agencies, affiliate networks and retailers.
- Own and manage a mixture of inbound leads and outbound sales activities.
- Own and manage a portfolio of affiliate networks and agencies building solid relationships.
- Seek out new opportunities with affiliate networks, agencies and clients not currently working with Genie Shopping.
- Own and manage the sales cycle effectively utilising the CRM system and spreadsheets to manage existing leads and generate new leads for the CRM.
- Understand and advise potential and existing clients on technical implementation, strategic approach and growth opportunities.
- Complete operational checks as part of the sales process including feed audits to ensure they are Google Shopping friendly.
- Proactively manage and prioritise your workload to achieve sales targets and activity based KPIs.

- Be an ambassador for Genie Shopping putting customers first.
- Understand how the account management team optimise campaign performance and keep abreast of Google CSS Programme updates and developments.
- Upsell existing clients to new territories and new services offered by Genie Shopping.
- Attend industry events and networking opportunities.
- Create informative and well planned presentations for email and face to face activities.

### Team Management

- Manage a small team of sales executives as we recruit in line with our growth plans.
- Provide ongoing training, development, advise and support to your team
- Allocate networks, agencies and client direct leads within your territories to your team
- Own CRM usage to effectively report your teams activities to agreed KPIs
- Conduct weekly 121s with your team
- Encourage growth and development through personal development plans, regular coaching and effective use of the appraisal system

### Marketing and promotions:

- Input to the sales team marketing programme by attending events and suggesting improvements to sales materials.
- Working with the Account Management team to understand benchmarking data on our performance against competitors and use of case studies.

### Reporting:

- Proactively and accurately report on your teams activities in daily standups, weekly team meetings and manager 121's
- Effectively manage upwards communication about your plans and activities

### Other:

- Actively contribute to team strategy with a focus on improving efficiency of processes to drive better business decisions

## **Who we are:**

Genie Ventures is an ambitious internet business responsible for a network of fast-growing e-commerce sites. We have always challenged the tired, standard model of CPM advertising and are masters of building and retaining traffic and turning this traffic into cash. We are market leaders with our Broadband Genie, Office Genie, Genie Goals and Genie Shopping Network services and are currently planning our next wave of growth.

Working for Genie Ventures is a fantastic opportunity to get involved with a successful, profitable, growing company at an early stage (we've been going eight years and retain all the fun elements of a startup but with a proven record behind us). We have an entrepreneurial, target-oriented culture and a talented team and – provided you're prepared to work hard and get involved – we'll give you plenty of

freedom to succeed and plenty of responsibility. We have a proven track record of making money online, we're ambitious, we want to succeed and we want the best people to join us.

## Person Specification

Who we're looking for:		
Criteria	Description	Essential or Desirable
<b>Experience</b>	• Managing and mentoring direct reports	Essential
	• Business development/sales in online advertising or affiliate marketing	Essential
	• Managing client relations to deliver to expectations, retain and grow business	Preferred
	• Affiliate marketing tools, systems and commercials	Essential
	• Online marketing metrics	Preferred
	• Awareness of Google AdWords experience	Preferred
	• Contacts in online retail, affiliate or PPC marketing	Preferred
	• Use of CRM systems	Preferred
<b>Skills</b>	• Advanced excel	Preferred
	• Intermediate word, powerpoint, excel	Essential
	• Excellent written and verbal communication	Essential
	• German, French, Spanish language skills	Desirable
<b>Qualifications</b>	• Business or marketing qualification	Preferred
<b>Genie Behaviours</b>	<b>Smart</b>	
	• Intelligent	Essential
	• Imaginative	Essential
	• Inquisitive	Essential
	<b>Great attitude</b>	
• Motivated / driven	Essential	

	<ul style="list-style-type: none"> <li>● Passionate</li> <li>● Serious / focussed</li> <li>● Respectful</li> </ul> <p><b>Get things done</b></p> <ul style="list-style-type: none"> <li>● Planning</li> <li>● Teamwork</li> <li>● Adaptability</li> </ul>	<p>Essential Essential Essential</p> <p>Essential Essential Essential</p>
<b>Job Specific Behaviors</b>	<ul style="list-style-type: none"> <li>● Tenacious</li> <li>● Personable</li> <li>● Target driven</li> <li>● Customer focused</li> <li>● Attention to detail</li> <li>● Business acumen</li> </ul>	<p>Essential Essential Essential Essential Essential Essential</p>