

Job Description

Job title: Account Manager - Affiliate Marketing

Team: Genie Shopping Network Team

What it's about:

As an Account manager you will be tasked with growing the revenue of a set basket of existing clients by both optimising Shopping Ads and data feeds alongside holding conversions with your clients to gain better commercials

This role is extremely varied and will involve you taking day-to-day responsibility for your clients whilst bringing energy, enthusiasm and organisation to the team - we are seeking native English, French and German speakers.

As an Account Manager you will have autonomy of your day to day priorities but will work closely with the Account Director to ensure we deliver the best account performance, effective account management and ultimately ensure retention and revenue growth within your set basket of clients. Performance targets will be revised regularly, in line with business priorities and OKRs.

The job offers the right candidate an opportunity to work with huge retail brands and gain valuable experience learning and working with them to help grow your ecommerce sales.

Reporting To:

Account Director

What you'll do:

Account Management

- Help define strategy and workload for assigned set of clients to help achieve team goals
- Management & accountability for a set of clients and their performance both from GSN's profit perspective, but within the clients interest for revenue growth.
- Run & chair client reviews of performance on monthly & quarterly basis
- Ensure set of clients are optimally set up and running at profit
- Build up a library of case studies and testimonials alongside your client

Google Shopping Ads / Google Merchant Centre

- Create Shopping Ad campaigns to a high standard using your expertise to ensure
- all products/keywords are covered effectively.
- Actively monitor campaigns, auditing and adjusting them for maximum
- performance.
- Roll out new features across your basket of clients.
- Recommending feed improvements to the client.

Client Commercial Communication & Negotiation

- First point of contact for key clients, ensuring we're proactive in the approach to updating them on performance, opportunities and being the voice of expertise for any questions, queries or concerns

This role profile outlines the duties required at the current time to indicate the level of responsibility. It is not a comprehensive or exhaustive list and may vary to include other reasonable requests as directed which do not change the general character of the job or the level of responsibility entailed.

- Negotiating CPA increases with clients including providing them with illustrations for uplift
- Direct communication with clients (or via agencies and/or affiliate networks).
- Proactive communication inspiring trust and building a good relationship.
- Troubleshoot client requests to ensure any issues are resolved in a timely manner.

Training / Management

- Dedicate time to training to continually learn new skills.
- Create and engage with your OKRs to drive forward your personal development.
- Train in the use of our in-house technology and third party solutions (if applicable).
- Stay up to date on the latest news and developments in CSS, digital marketing and retail to continually grow your knowledge and keep Genie at the cutting edge
- Future Line management responsibilities

Other / Misc

- Daily use of affiliate networks
- Actively suggest and help implement improvements to our methodology and best practices.
- Support and mentor other team members.
- Occasionally attend events to represent Genie.
- Responsibility to find out how GDPR applies to your team's activities.
- Understand and comply with all GV guidelines for security and data protection.
- Any other tasks or functions which are required by Genie, particularly in relation to digital marketing."

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
Experience	<ul style="list-style-type: none"> ● Affiliate marketing tools, systems and commercials ● Online marketing metrics ● Google AdWords experience ● Data analytics and client reporting 	Essential Essential Preferred Essential
Skills	<ul style="list-style-type: none"> ● Advanced excel ● Intermediate word, powerpoint, excel ● Excellent written and verbal communication ● EU Languages 	Essential Essential Essential Preferred
Genie Behaviours	<p>Smart</p> <ul style="list-style-type: none"> ● Intelligent ● Imaginative ● Inquisitive <p>Great attitude</p> <ul style="list-style-type: none"> ● Motivated / driven ● Passionate ● Serious / focussed ● Respectful <p>Get things done</p> <ul style="list-style-type: none"> ● Planning ● Teamwork ● Adaptability 	Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential
Job Specific Behaviors	<ul style="list-style-type: none"> ● Tenacious ● Personable ● Target driven ● Customer focused ● Attention to detail ● Business acumen 	Essential Essential Essential Essential Essential Essential