

Job Description

Job title: Partnerships Executive - 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. The successful candidate will be responsible for securing new business, through affiliate networks, agencies and directly with the client. 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. You will feel comfortable working to targets and building long-lasting relationships within affiliate networks and agencies. Flexibility to travel from time to time and attend events is required and additional European languages would be a bonus.

Reporting To:

Jo Underhill, Partnerships Director

What you'll do:

Key Responsibilities

Sales:

- Become an expert in Google Shopping CSS services. Understand how it works, why it is beneficial to retailers.
- Consultatively sell the service to affiliate agencies, affiliate networks and clients.
- Apply to affiliate programmes through affiliate networks.
- Ensure the appropriate permissions are in place to proceed with onboarding new clients.
- Complete operational checks as part of the sales process including feed audits to ensure they are Google Shopping friendly.
- Work from a mixture of inbound leads and outbound sales activities, as directed by your Partnerships Manager.
- Build solid relationships with your contacts.
- Diligently use the CRM system to record, monitor and follow up all sales activity.
- Escalate complex sales approaches to Partnerships Managers.
- Be an ambassador for Genie Shopping.
- Understand how the account management team optimise campaign performance and keep abreast of Google CSS Programme updates and developments.

Reporting:

- Proactively and accurately report on your own activities in daily standups, weekly team meetings and manager 121's

Other:

- Contribute to team strategy, sprint planning and generally feel enabled to make improvements and suggestions

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
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<p>Experience</p>	<ul style="list-style-type: none"> ● Customer facing commercial experience ● Telephone or face to face business activity ● Affiliate marketing tools, systems and commercials ● Online marketing metrics ● Google AdWords experience ● Contacts in online retail, affiliate or PPC marketing ● Use of CRM systems 	<p>Essential Essential Preferred</p> <p>Preferred Preferred Preferred Preferred</p>
<p>Skills</p>	<ul style="list-style-type: none"> ● Intermediate excel ● Basic word, powerpoint, excel ● Excellent written and verbal communication ● EU Languages 	<p>Preferred Essential Essential Preferred</p>
<p>Qualifications</p>	<ul style="list-style-type: none"> ● A Levels, Degree 	<p>Preferred</p>
<p>Genie Behaviours</p>	<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 	<p>Essential Essential Essential</p> <p>Essential Essential Essential Essential</p> <p>Essential Essential Essential</p>
<p>Job Specific Behaviors</p>	<ul style="list-style-type: none"> ● Tenacious ● Personable ● Target driven ● Customer focused ● Attention to detail ● Business acumen 	<p>Essential Essential Essential Essential Essential Essential</p>