

## Job Description

**Job title:** Marketing Operations Executive - Affiliate Marketing

**Team:** Genie Shopping Network Team

### What it's about:

As an Marketing Onboarding Executive, you'll work within the Onboarding & Account Management team working on getting newly sold clients onto Genie Shopping CSS program.

The role involves taking responsibility for sold clients through the onboarding process from reviewing & optimising product feeds using our internal tools through to the process of setting up Google Ads Shopping Campaigns.

Problem solving will be a key skill as you work across a variety of clients & feeds all with their own set of features that may require optimising towards google ads performance.

This opportunity gives the right candidate the possibility to work in a fast-paced, fast growing business with a road for personal progression. It also gives candidates who are keen on coming into the digital marketing industry the chance to learn and work with large ecommerce retail clients.

### Reporting To:

Account Director / Team Lead

### What you'll do:

#### Onboarding & Feeds

- Download & review products feeds via Excel or notepad++, checking the requirements are confirmed and ready to be placed into the feed manager process
- Use our in-house feed management software to import client product feeds into our database, optimising them where necessary and ensuring all required fields are correctly mapped
- Review categorisation of client feeds and ensure they are confirmed using our in-house category software
- Use our in-house tool to add importing details of product feed into merchant centre, adding affiliate tracking stem information, acceptance rates and merchant centre & google ad account information

#### 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.
- Identify and monitor google merchant feed imports ensuring they are successfully importing and the account is correctly linked to google ads
- Monitor newly live campaigns alongside team lead, ensuring they are correctly setup and driving traffic & sales to be passed onto Account Management team

#### Training

- Dedicate time to training to continually learn new skills.
- Create and engage with your OKRs to drive forward your personal development.
- 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

#### Other / Misc

- Actively suggest and help implement improvements to our methodology and best practices.
- 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   |
| <b>Experience</b>             | <ul style="list-style-type: none"> <li>• Affiliate marketing tools, systems and commercials</li> <li>• Online marketing metrics</li> <li>• Google AdWords experience</li> </ul>  | Essential<br>Essential<br>Preferred  |
| <b>Skills</b>                 | <ul style="list-style-type: none"> <li>• Advanced excel</li> <li>• Intermediate word, powerpoint, excel</li> <li>• Excellent written and verbal communication</li> <li>• EU Languages</li> </ul>   | Preferred<br>Essential<br>Essential<br>Preferred   |
| <b>Genie Behaviours</b>       | <p><b>Smart</b></p> <ul style="list-style-type: none"> <li>• Intelligent</li> <li>• Imaginative</li> <li>• Inquisitive</li> </ul> <p><b>Great attitude</b></p> <ul style="list-style-type: none"> <li>• Motivated / driven</li> <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> | Essential<br>Essential<br>Essential<br><br>Essential<br>Essential<br>Essential<br>Essential<br><br>Essential<br>Essential<br>Essential |
| <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>   | Essential<br>Essential<br>Essential<br>Essential<br>Essential<br>Essential   |