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# Example of Affiliate Marketing Manager Job Description

Our company is searching for experienced candidates for the position of affiliate marketing manager. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for affiliate marketing manager

* Develop, execute, and manage annual lead generation plans for affiliates to generate leads for universities within the Laureate Online Education business unit
* Maintain relationships with external agencies including, but not limited to search companies and other sources of leads
* Partner with other key departments (e.g., Product Management, Public Relations, ) to help elevate affiliate channel performance
* You will ensure ambitious revenue and affiliates pool growth and manage an intensive local affiliates acquisition strategy
* You will coach affiliates on how to promote – branding, PR, marketing, SEO advice
* You will develop tailored commissions and incentives for some of the affiliates over the campaigns and develop a technical expertise to assist inexperienced affiliates
* You will be in charge of optimization, creation of marketing materials – banners, data feed, deeplink
* You will be analyzing the performance of the used marketing offers and proactively improve and optimize based on the specific affiliates’ cases
* You will prepare and send out newsletter materials regarding specific campaigns, events and weekly updates
* You will be in charge of analysis and optimization of our affiliate base

## Qualifications for affiliate marketing manager

* At least 5 years of relevant experience and/or in a managerial capacity
* 5+ years sales and/or marketing experience preferably in television or new media content environment in two or more of the following areas
* Proven understanding of marketing strategy including
* Demonstrated record of success in defining strategic product roadmaps inventing and launching successful features, specifically in online marketing and performance marketing
* Top level academic qualifications as demonstrated by performance at a leading university
* Willingness and readiness to work with overseas team members at odd hours