



# Example of Affiliate Manager Job Description

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Our growing company is looking to fill the role of affiliate manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for affiliate manager

- Establish the CRM culture, thinking and behavior amongst the Brand teams and heightening the consumer centric mindset
- Define and drive the corporate CRM strategies and goals in the Affiliate with the guidance of the regional CRM team
- Be the key interface between the Affiliate brand teams and the regional CRM team to smoothly land Global / Regional CRM strategy in the Affiliate
- Leads the adaptation and execution of global brand strategy within the market, in collaboration with affiliate, regional and corporate business objectives
- Prioritizes retail focus with management team
- Supports and drives the staff model of the brand
- Personally delivers and monitors team for high level of internal/external customer service
- Develops professional relationships internally and externally to forward the development of the brand and ensure the quality of its execution
- Responsible for relationship management with key accounts, including negotiating offers, incentive programs, hype events, and training
- Responsible for conducting market research and providing sales insight and analysis to various internal teams

## Qualifications for affiliate manager

- Minimum of 5 years broadcast television experience at a network and/or

- Must have understanding of the broadcast affiliate business model and monetization
- 5 years related affiliate/sales experience
- Excellent verbal and written communications in Spanish/ English required
- Proficient in Excel, Word, Lotus Notes