



UK COUNTRY MANGER

Working for a small customer focused exciting and young company that is at the forefront of their industry, the ideal candidate will have suitable experience working within a pro-active environment, having a creative and innovative approach to online marketing and account management.

The successful candidate will be required to work within a dynamic marketing team at the forefront of their industry and have a strong background in marketing, gaming and online acquisition.

KEY RESPONSIBILITIES:

- Brand management within the UK marketplace
- Managing an affiliate program and its affiliates
- Maintaining brand and website consistencies
- Work with the affiliate software supplier to deliver enhanced tools and features
- Represent the Affiliate Program at conferences, trade shows and events
- Expand the network of affiliates in existing and new territories – UK specifically
- Executing marketing campaigns and territory specific product updates
- Reporting to senior management and other internal stake holders suitable feedback
- This role offers outstanding career development opportunities

EXPERIENCE:

- Strong and proven background in affiliate management and networking
- 7+ years suitable experience in online marketing/business development
- Excellent UK online marketing experience - acquisition and retention, SEO, PPC, CPC & CPM
- Campaign optimization and Social media promotion
- Familiar with Google Analytics and performance and KPI reporting
- Working with customer account management platforms
- Some experience in the Scandinavian market preferred

SKILLS & REQUIREMENTS:

- Work to set briefs with appropriate feedback given within set timescales
- Be able to offer good and clear communication to internal and external stakeholders
- Knowledgeable and proficient in Office software (Excel, Word, PowerPoint, etc.)
- Needs to be self-starter, reliable and highly motivated, working remotely
- Be familiar with advanced data filtering and customer segmentation
- Ensure an accurate and careful approach to all tasks
- Work methodically and transparently

SALARY & PACKAGE:

- Salary negotiable depending on experience
- Attractive performance based bonus package