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Affiliate Marketing Specialist

Description

Qualification: Minimum Graduate with some Digital Marketing/Marketing qualification certification

Experience: 5+ Years

Job Location: Mahape, Navi Mumbai

Job Mode: 5 Days – Work from Office

Candidate Profile:

- Strong experience working in an affiliate focussed role – either in publisher, agency or advertiser.
- Strong experience working in a client facing role to develop long term commercially successful relationships across a large partner portfolio.
- Proven track record of delivering against business KPI's as well as developing and growing affiliate accounts.
- Strong experience working alongside CRM and Data functions, taking a data led approach to drive performance.
- Extensive knowledge of the major affiliate networks e.g. Impact, Awin, Trade doubler, Rakuten etc.
- Knowledge of data analysis and reporting methods and visualizations.
- Knowledge of the latest trends and innovation in the affiliate market & industry.
- Knowledge of digital marketing channels e.g. email, social media, paid media etc. And how they can be utilized to drive performance.
- In-depth knowledge of UK discount & member benefit sectors.
- Excellent skills in reporting and identifying actionable trends in the affiliate performance across the industry.
- Excellent leadership skills, ability to nurture a strong team ethic to drive performance and cohesive approach.
- Technologically savvy, strong data management and reporting skills, excellent project management skills.
- Strong skills in affiliate management, customer journey, media sales, account management and leadership.
- Excellent preparation of, and confident delivery of, sales-driven external client presentations, both via video call and in person.

Key Responsibilities:

- Support the delivery of the affiliate programme strategy for, ensuring offer inventory and partner performance is continuously optimised.
- Be a key contact for affiliate partners, ensuring best in class service delivery to them through effective processes and reporting to leverage long term, successful commercial relationships and growth.
- Work closely with the Partnerships & Business Development team and senior Affiliate colleagues to increase the size and quality of the partner

Hiring organization

Arrk Limited

Date posted

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portfolio, targeting strong affiliate partnerships.

- Identify, qualify and onboard new brands through affiliate networks which will resonate with members.

Contacts

Share your resume with hr.arrk@arrkgroup.com.