

Affiliate Manager - EMEA

Role Summary

Digital Fuel is a leading digital marketing agency within the sports betting and gaming category. With offices in Brighton, Sydney and New York our fast-growing marketing agency is looking to recruit an Affiliate Manager.

This is an excellent opportunity to join a company that provides an entrepreneurial and dynamic environment that encourages and rewards 'out of the box' thinking, teamwork and innovation.

With an ever-growing portfolio of clients in the sports, betting and gaming category, we seek an enthusiastic, positive and driven applicant who prides themselves on their attention to detail.

You will get to work with a growing, exciting and modern company, with a tight-knit team, spread across the world. Because we're a growing company, things are often changing so your work will be varied. You will get to solve new problems and learn new things on a regular basis.

Reporting to the UK General Manager we're looking for an Affiliate Manager to join our team.

The primary focus for the role is to nurture existing relationships and develop new partners for affiliate programs that we manage in addition to the development of our internal network.

Responsibilities:

- Represent our clients affiliate programs (Multiple clients and products) and identify opportunities within the Digital Fuel Network.
- Research and identify new EMEA (Excluding UK) affiliate partnerships within the Sports, Betting and Gaming industry
- Planning all affiliate marketing activity for the business through a sound Budget/Forecast process
- Accountable for the effectiveness and return on investment of all affiliate and partnership marketing activity
- Affiliate payment process management
- Reputation management and growth of the Digital Fuel brand within the affiliate industry.
- Advertising risk mitigation and legal compliance
- Affiliate technology management to ensure data integrity
- Weekly reporting and presentation to clients and internal stakeholders.

- Administrative duties as required
- Management of industry event sponsorships and attendance

You will need to have a genuine interest in the sports betting and gaming sector, a keen eye for detail and a passion for networking.

The position is Monday to Friday, 9am – 5.30pm however due to the nature of the clients we work with within the sporting sector, there is sometimes a need to support our teams out of hours during major events.

Role Requirements

- 5 years betting and gaming experience
- Sound understanding of digital tracking technology and major betting and gaming software providers.
- Understanding of non-gambling affiliate partners and publishers
- An understanding of Has Offer affiliate network software and also affiliate network brokers
- Confident communicator with sound written English
- A solid understanding of all digital marketing channels
- An understanding of betting and gaming products
- Knowledge around GDPR compliance and the impact on the affiliate channel
- A large affiliate network in the sports, betting and gaming industry namely within the following regions – DACH & Scandinavia
- Previous experience in the set-up of an affiliate partner program, software migration and/or technical lead
- Excellent attention to detail and pride in presentation.
- Ability to manage internal stakeholders.
- Exemplary time management skills, able to prioritise and work well under pressure
- Organised and process orientated

Personal Qualities

- Confident, highly motivated and takes initiatives
- Passionate about agency process and end products
- Strategic thinkers and consultative
- Able to identify business & user value
- Entrepreneurial

What we offer:

- Competitive salary
- Enhanced Annual Leave and Parental Leave
- Flexible working options