



Affiliate Marketing Manager

Bambeco

Bambeco is a fashion-forward retailer of environmentally responsible home decor, furniture and accessories products. At bambeco, we believe that everyone can make a difference, and that incremental change leads to real impact.

We are a people first company and strive to offer a professionally challenging and rewarding work environment. We are looking for creative, high-energy and talented professionals that have a passion for improving our planet.

Job Description

Bambeco is looking for an Affiliate Marketing Manager to aggressively grow the affiliate channel traffic and sales and traffic while also providing increased digital brand awareness. The ideal candidate will help to develop the bambeco affiliate marketing approach, as well as implement and execute the program, conduct analysis and report on results. Candidate will identify, evaluate and recruit new affiliates in order to increase distribution; as well as partner with colleagues and affiliate agency to develop, implement and support affiliate marketing strategies and programs. This individual will steward, coordinate and oversee campaigns through all phases of launch and maintenance, including negotiation of affiliate partnerships and deals, contract review and approval, creative development, trafficking, reporting and analysis and optimization.

Position Overview:

- Aggressively grow the bambeco affiliate marketing program.
- Source, evaluate and recruit new affiliate partners.
- Monitor affiliate practices and ensure affiliate compliance.
- Maintain relationships with affiliates and other partners; motivate partners to improve campaign performance; maintain relationships with network.
- Negotiate and review affiliate advertising agreements (rates, placements, parameters, etc.).
- Partner with internal resources on creative development and execution to support the affiliate marketing effort.
- Monitor tracking, delivery and campaign performance on an ongoing basis.
- Generate campaign performance reports, provide performance analysis and execute that analysis to ensure positive ROI.
- Optimize buys, renegotiate rates, canceling or renewing as necessary, as well as refreshing and optimizing creative units and media placements.

Job Requirements

- 3+ years directly related experience as an Affiliate Marketer.
- Previous experience with affiliate marketing networks (LinkShare, Commission Junction, Google), search engine marketing.
- Experience negotiating, purchasing and managing a variety of online media campaigns (banners, emails, pops, contextual, etc.). Experience with various deal structures including CPM, CPC, hybrid, etc. especially CPA. Knowledge of the unique nuances and structural characteristics of campaigns.
- Experience managing, optimizing and growing multiple direct response online media campaigns and partnerships.

- Ability to compile and analyze performance data and metrics and make decisions regarding campaign direction based on analysis.
- Experience managing multiple, competing priorities, duties and/or projects. Proven ability to accommodate evolving responsibilities and last minute changes.
- Excellent project-management and time-management skills.
- Ability to work well independently and within a team environment.
- PC proficiency and solid working knowledge of Microsoft Office (MS Word, Excel, PowerPoint, etc.)
- Bachelor's degree

Why work for bambeco?

- Comprehensive compensation and benefits program
- Amazing company culture and team environment
- Be part of something cool!
- Have fun at work
- Participation in the Employee Equity Option Program
- 5 hours per month of paid volunteer time

Job Location: Bambeco corporate headquarters in Baltimore, MD.

Contact: Please send resume to careers@bambeco.com.