

Cityads Media: global technology platform for online performance marketing powered by big data! Cityads Media is an international affiliate marketing and performance advertising platform operating via CPA (Cost Per Action) model supported with proprietary big data technologies. Cityads has developed a unique technological platform focused on traffic conversion efficiency. Cityads technologies and human capital (~200 employees) provide marketers with unique services to drive sales and optimize costs.

Due to the rapid growth and access to the international market, we invite talented professionals in our ranks! This is a great opportunity to join the only true global network in affiliate marketing and be part of a senior management team for a company that sets the industry standard for performance and network quality, whilst providing the most sophisticated reporting tools.

We are now looking to hire a new **Affiliate manager** who will be responsible for creating or developing Cityads publisher relationships, specifically with companies that will prove to be strong distribution partners for Cityads. You will directly manage publisher development representatives within your portfolio in order to identify and execute upon new revenue & growth opportunities. The right candidate for this position has a strong knowledge of all online advertising models in the financial field and a well established network of contacts within the affiliate marketing industry.

<b>Job title</b>	Affiliate manager
<b>Job Role (Global/Local)</b>	Local
<b>Job seniority</b>	Middle management
<b>Location</b>	Brazil, Sao Paulo
<b>Reports to</b>	Country manager
<b>Direct reports</b>	0
<b>Salary</b>	Competitive + Bonus + Extensive Benefits

The purpose of the Affiliate manager is to manage affiliates to deliver maximum revenue from a portfolio.

The role involves building strong publisher relationships at a senior level.

## **Key attributes**

- Extensive experience within digital
- Intimate knowledge of affiliate marketing in the financial area
- Maintenance and development of key publishers
- Collection and analyze information on the current and potential advertisers to competitors, tracking changes in the conditions, the study and analysis of the competition policy in relations with advertisers
- Developing unique offers for publishers with the best traffic and their harmonization with the advertiser, launching various campaigns to encourage publishers
- Provide recommendations for improvement of advertisers offers and offer various consulting services
- Expertise in and knowledge of online marketing beyond the world of affiliates
- A sense of urgency for achieving goals
- Thrives on working on multiple projects simultaneously
- Can generate ideas to solve problems creatively
- Builds strong relationships at a senior level to influence publisher contacts
- Offers directive leadership to ensure that results are delivered
- Excellent presentation and written skills
- High level of commercial awareness
- Fluent English
- Excellent negotiation skills
- Positive outlook and proven ability to handle pressure

## **Role Functions and Responsibilities**

- Attracting and keeping new affiliates.
- Conducting commercial negotiations with affiliates in the interests of the company.
- Harmonization of conditions of work with affiliates, drawing up and signing contracts and additional agreements with the participation and under conditions agreed with other departments of the Company.
- Alignment of the interaction between technical integration managers and affiliates;
- Organization of reporting documentation (invoice acts of acceptance) for the campaigns of affiliates in the Cityads system.
- Interaction with other departments of the company in order to solve their tasks, resolve any problems, detecting errors of the system, obtain the necessary information to solve disputes and to make decisions to improve the operation of the system Cityads. All the contentious issues to resolve in the shortest time and avoid their recurrence;
- Planning and analysis:
  - Analysis of the statistical data on the turnover campaigns assigned to the manager, as well as campaigns for certain business lines in the Cityads.
  - Collection and analysis of information about the current and potential affiliates, competitors, tracking changes in the conditions, the study and analysis of the competition policy in relations with its affiliates.
  - Coordination of plans for each offers traffic and the introduction of the plan in the Cityads.
  - Control of the plan for traffic by: leads (sales) and the commission in the context of the system set out partners and across the board.
  - Launching various campaigns to encourage affiliates.

- Reaching agreement on the establishment of promotional codes and control their placement in the Cityads.
- If necessary, or when you receive a task from the other departments of the formation of a specific data broken down by affiliates, id (Applications, orders, registrations) - if this information is not in the system Cityads.
- In case of breach of advertising campaigns for the provision of traffic through a system Cityads, setting goals to address these violations and monitoring of the above objectives.
- Monitoring the stability of the traffic.