

EComAffiliates

JOB DESCRIPTION: Program Manager



Fast Transact is an industry leader in the arena of integrated payment solutions and we are seeking an Affiliate Program Manager to join our team. This is a full-time position, based out of Olympia, Washington. Multiple base salary + commission options available.

Position Overview

Responsible for managing all aspects of our internal and external affiliate programs and delivering affiliate marketing buys to support customer acquisition and transaction goals at allowable acquisition costs.

What's In It for You

- Competitive salary + paid holidays / vacation days
- Health, Dental, Vacation, & Retirement Plan
- Great work environment
- Continuing education/training opportunities available

Essential Job Functions

Continuously identify, evaluate and recruit new affiliates in order to increase distribution; as well as interface with internal marketing and product and technical groups 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. Day-to-day responsibilities include:

- Maintaining and growing in-house Affiliates
- Sourcing, evaluating and recruiting new affiliate partners
- Monitoring affiliate practices and ensuring compliance
- Maintaining relationships with affiliates and other partners as well as motivating partners to improve campaign performance; maintaining relationships with network providers
- Negotiating and reviewing affiliate advertising agreements (rates, placements, parameters, etc)
- Managing the creative development and execution to support the affiliate marketing effort (including copywriting and providing art direction and technical specifications), and ensuring creative trafficking requests are fulfilled
- Monitoring tracking, delivery and campaign performance on an ongoing basis
- Generating campaign performance reports, providing performance analysis and executing on that analysis to ensure positive ROI
- Generating monthly voucher/invoices based on affiliate partner activity
- Optimizing buys, renegotiating rates, canceling or renewing as necessary, as well as refreshing and optimizing creative units and media placements

What you need to have

- 1+ years directly related experience as an Affiliate Marketer.
- Familiarity with affiliate marketing networks, 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
- Ability to compile and analyze performance data and metrics and make decisions regarding campaign direction based on your analysis.
- Experience with campaign management/ad serving technologies or the principles thereof (e.g., Atlas DMT).
- Excellent fiscal responsibility.
- Advanced analytical and mathematical skills.

- Thorough understanding of online creative strategy development.
- Experience managing multiple, competing priorities, duties and/or projects. Proven ability to accommodate evolving responsibilities and last minute changes.
- Strong decision-making, organizational, planning and problem-solving 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.)

If you are looking for an opportunity to work for an established company, send resume, cover letter, and salary requirements. We look forward to hearing from you soon!

Send Resume To:

Fast Transact, Inc
Attn: Dave Holman, National Sales Director / Operations Manager
EMAIL: daveh@fasttransact.com
FAX: 866-643-7106

Fast Transact, Inc. is a registered ISO/MSP for Bank of America, N.A., Charlotte, NC & Wells Fargo Bank, N.A., Walnut Creek, CA.