Affiliate Manager - Sydney

THE COMPANY

The Performance Network (TPN) and The Great Australian Survey are wholly owned subsidiaries of Q Ltd (ASX:QXQ) and operate within the 3Dinteractive media sales division. TPN is a leading performance ad network while The Great Australian Survey is an opt-in permission email database with over 400,000 members.

THE ROLE

As senior Affiliate Manager you will be required to manage and optimise a wide range of online advertising campaigns for our advertisers. You will utilise our own inventory as well as that of our partner Publishers. Your focus will be on improving the eCPM and eCPC through user targeting and placement. In addition to running client campaigns you will work on our in-house list www.aussiesurveys.com.au (400,000 members) where you will manage our large member acquisition program.

THE RESPONSIBILITIES

- Working with the Ad Ops team to load client campaigns
- Ensuring client campaigns achieve the highest CTR and conversion rates possible
- Sourcing quality affiliate campaigns to run on our inventory
- Maximizing eCPM and eCPC from affiliate campaigns
- Managing a large member acquisition campaign for The Great Australian Survey
- A/B and Multivariate testing of landing pages and banners
- Managing and developing relationships with international ad networks
- Utilize Adwords, Facebook and other CPC/CPM campaigns.

YOU ARE

- An experienced online marketer (3 + years)
- Passionate about the internet
- Analytical with a good attention for detail

YOU HAVE

- A relevant degree (with good grades)
- Excellent written and verbal communication skills
- Proven experience of
    - Affiliate Marketing
    - Adwords and other CPC channels
    - eCPC, eCPM and eCPA optimisation
    - Banner and landing page optimisation
    - Relevant HTML and ad tracking technologies
    - MS Excel (advanced)

REPORTING TO: Head of Media

PACKAGE: $60,000 to $70,000 + super

CONTACT: Send CV to **Jon Ostler (jon@qxq.com.au)**