

AFFILIATE MANAGER – MMO LIFE

MMO Life is looking for an Affiliate Manager to help build-up its MMO Affiliate Platform from start-up. Having launched its own portal portfolio over the last year (such as www.mmohub.org), MMO Life now wants to offer its content and deals with MMO publishers to relevant third parties in an exciting and growing market.

Affiliate Manager Responsibilities

- Daily affiliate management including ongoing development and deployment of: fresh marketing creative, affiliate communications such as eNewsletters and blog posts, offers, affiliate payments, and dispute resolution.
- Monitor affiliate activity, analyze performance, identify areas of improvement, and recommend ways to increase affiliate-generated revenues.
- Recruit new affiliates, joint venture partners, and strategic partners.
- Oversee the development and distribution of marketing tools and sales creative to affiliates.
- Establish channels of communication to ensure all affiliates and joint venture partners have access to marketing tools, and to develop custom marketing material as required.
- Work closely with Managing Director to build and expand the affiliate program.
- Initiate new campaign ideas, incentives, and bonus offers.
- Represent MMO Life at all affiliate marketing related trade shows.
- Contact merchants and networks to establish co-marketing relationships, and proactively manage these relationships on an ongoing basis
- Manage merchant partners as “super-affiliates.”
- Develop, track, and manage offers to merchant partners, including establishing benchmarks and reporting relevant metrics.
- Work directly with platform provider to develop tracking, testing, monitoring, reporting, and other technological integration with existing systems.

Qualifications

- Minimum of 1 year hands-on experience in affiliate program management.
- Documented track record of successful affiliate recruitment, including program performance data.
- Must possess strong knowledge of the affiliate marketing industry, including its customs, culture, and controversies.
- Must be able to document a strong understanding of both legal/ethical and illegitimate/unethical affiliate marketing practices, including thorough knowledge of how spyware, adware, and parasiteware can be detected and prevented.
- Must be fluent and experienced in the process of prospecting, contacting, and recruiting strong joint venture partners.
- Prior experience in MMO or casual gaming industry is preferred.
- Must be fluent and skilled in the internet marketing sales process, including e-mail marketing, search engine optimization, pay-per-click advertising, and blog/forum marketing.

MMO LIFE

MMO Life owns the world's largest portfolio of popular, local and successful MMO, RPG and related domains. Whilst the competition continue to promote .com's, MMO Life will very quickly establish market-leading positions in core countries by clever utilisation and exploitation of local domain names with quality content, top features and the latest news. The strategy is based on relevancy and simplicity. Driving online traffic to an easy-to-navigate site that is relevant to them demographically, linguistically and with appropriate content. MMO Life' business model is principally based on revenue share with the developers and publishers of the games that are being promoted and listed.

Contact Details:

Please email your CV to:

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