



Affiliate Manager

About us

MMO Life B.V. (www.mmolife.org) is the world's leading **international MMO marketing company**. As an aggregator of massively multiplayer online (MMO) and role-playing games (RPG) we deploy the best content through our own domains as well as through our recently launched MMO affiliate platform MMO Traffic (www.mmotraffic.com).

Established in 2009, we are a young and fast growing company and give people the chance to grow with us. To strengthen our team we are searching for Account Executive for our headquarters in Haarlem, The Netherlands.

Your role

As an Affiliate Manager you will be the main support to the Commercial Director in their objective to build and maintain excellent relationships with the company's affiliate partners.

This multi-tasked position will involve all aspects of 'account management' of these relationships including reporting, analysis and delivery. You have the ability to multi task effectively with frequent interruptions and work productively in a fast-paced, rapidly growing organization.

You will report to the Commercial Director.

Your tasks

- 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.

Must haves

- 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.

How to apply

To apply, please email your CV and a motivation letter with salary expectations quoting the vacancy description to: simon@mmolife.org

Contact Information

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