

Role profile

JOB TITLE

Affiliate Account Manager

ROLE SUMMARY

Hargreaves Lansdown, a successful and ambitious FTSE100 company with a market-leading digital investment platform, is offering a rare and exciting opportunity to join the rapidly growing digital marketing division.

This role would suit an entrepreneurial, sales-driven individual with flair and excellent analytical skills and an understanding of digital publishing.

The successful candidate will drive new business opportunities with digital publishers. They will also assist in the account management of key partnerships, including helping in the development of distributable marketing tools and content with the goal of generating new leads and clients to the business.

The role will involve all aspects of the business development process, including finding new opportunities in the digital world, responsibility for negotiating contracts and account management.

A key aspect of the role will be managing our new Hargreaves Lansdown affiliate platform along with providing regular reporting and analytics on all affiliate partnerships internally to Hargreaves Lansdown management and to external partners to ensure all partnerships continue to be profitable.

DEPARTMENT

Digital Marketing

REPORTING TO

Head of Digital Partnerships

LOCATION

Bristol Harbourside

HOURS

Mon – Fri, 8:30am – 5pm

KEY DUTIES AND RESPONSIBILITIES

- Account manage and increase revenue from portfolio of existing digital publisher partnerships
- Work closely with Head of Digital Partnerships on new business opportunities
- Work closely with wider web marketing team to develop effective distributable marketing assets (tools, banners, emails)
- Maintaining and updating content (banners, emails, text links) on affiliate platform
- Management of the compliance process for any new content
- Audit partners to ensure most up to date compliant content and tracking tags are being published
- Assist SEO team to identify potential partners willing to host non paid content.
- Assist in monthly reporting

ESSENTIAL QUALIFICATIONS AND ATTRIBUTES

- Degree (or relevant experience).
- Understanding of the business development/sales processes
- Excellent communication skills with third parties face-to-face, over the telephone and via email.
- Ability to effectively manage own workload and perform under pressure.
- Highly organised and reliable.
- Quick to learn and adapt to new challenges.

DESIRABLE QUALIFICATIONS AND ATTRIBUTES

- Marketing/business based degree.
- Knowledge of HL products and services.
- A knowledge of digital publishing
- Understanding of Affiliate platforms and tracking
- Experience of working within financial services.
- Sales experience
- Business development within digital publishing
- Strong negotiation and problem solving skills.

