

## **Product: TD Pull**

### **Job Description: Client Manager - Publisher**

#### **Overview**

As a Client Manager - Publisher you will be responsible for increasing revenue and TradeDoublerr gross profit across your teams' portfolio of affiliate program customers.

Key performance indicators that you will be measured on include:

- Overall revenue and gross profit generated by affiliate programs within your team
- New business revenue generated by your team (advertiser and publisher)

You will be responsible for recruitment of publishers within the TradeDoublerr network onto affiliate programs within your team. You will be responsible for providing regular feedback and constructive suggestions from a publisher perspective to help increase revenue and build positive publisher relationships on behalf of our advertisers.

#### **Key Responsibilities**

##### Business Development

- Source and implement new placements and promotional opportunities from publishers in order to increase publisher revenue and gross profit on allocated accounts
- Ongoing recruitment of new publishers from within the TradeDoublerr network onto affiliate programs within your team
- Ensure publishers are recruited onto new programmes and start generating revenue within agreed timeframes

##### Account Management

- Build a strong relationship with the top ten publishers on each of your allocated programs and ensure you speak to them minimum once per week by telephone
- Establish yourself as key point of contact for publisher enquiries on your allocated accounts
- Analyse the results of the programs you manage on a weekly basis – analyse changes in publisher performance and communicate the reasons to team members. Provide proactive suggestions to increase results to team members and customers
- Monitor allocated accounts for incidences of fraud – including but not limited to keyword policy abuse, compliance with FSA regulations and td policies
- Own the implementation of publisher projects on allocated accounts, such as implementation of strategic search groups, publisher recruitment projects

##### Project Management

- Be responsible for undertaking project work across the team as required – participation in reference groups, training and testing on new functionality, coordination of external marketing databases, case studies etc

#### **Team Structure**

- You will report into the Account Director for your team and working closely with Account Executive and Technical Account Manager on a day to day basis

#### **Requirements**

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- Degree or equivalent
  - Entrepreneurial approach with excellent commercial awareness
  - Positive outlook with a can-do attitude and hands-on approach
  - Proven strong client management experience from the online industry
  - Strong oral and written communication skills
  - Great team worker with strong organizational skills
  - Proven analytical skills and ability to translate analysis into ways to increase results
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