



Marketing Affiliate Manager

Do you possess an entrepreneurial and innovative mindset with a passion for generating measurable results? Want to take your digital marketing and management skills to the next level with a fast growing innovator that prides itself on being a trailblazer in direct response marketing?

About the Role

The Marketing Affiliate Manager position will oversee, develop, plan and execute a successful ROI performance-based affiliate marketing acquisition business across multiple brands. This involves working directly with both individual affiliate partners and partner vendors, helping each to develop their/our business, while delivering substantial orders within the allowable CPA. The Affiliate Manager should have proven success in this type of CPA focused direct response environment.

Responsibilities:

- Oversee all affiliate campaigns, including display and email
- Own and drive all steps of the affiliate process
 - Ensure affiliate tracking pixels are in place and firing in accordance with agreed payout parameters
 - Generate analytics and tracking reports, using GA and internal data management platform for all affiliate campaigns.
 - Work with partners to reconcile order counts and assure timely payment
 - Ensure affiliate developed creative and lander variations are compliant with internal brand guidelines and reviewed/approved before use
 - Work with internal creative and media team to provide affiliate partners best practice creative assets, including video and static ads, landers, etc.
- Initiate, identify and test new campaign ideas, working both internally and with affiliate partners, to help them maximize their/our business.
- Build and maintain positive relationships with the affiliate partners
- Acquire new partners to grow the affiliate scheme
- Deliver affiliate results reports to media team/management weekly with action plan to improve or maintain performance
- Meet and exceed budgeted goals for orders and revenue per customer (or LTV) within CPA allowable
- Perform quality assurance processes on all affiliate programs to ensure proper working condition and regulatory compliance of all content.

Desired Skills and Experience:

- 2-4 years' experience acquiring customers in a performance based Direct Response digital media environment. Experience in a continuity/subscription model and/or nutritional supplements category a plus but not required.



- Expertise in multiple forms display platforms: e.g. direct buys, DSPs, ad exchanges, ad servers, Facebook, other social platforms, Adwords, Gemini, etc.
- Experience in testing and optimizing display ad creative
- Experience setting up A/B split tests for ads
- Strong creative skills; has an eye for creating display creative and text ad copy that drives qualified traffic at a high CTR; able to brainstorm and create ad concepts and work with designers to bring it to life
- Organized, systematic, and able to identify and address issues
- Ability to manage expectations and prioritize initiatives based on potential gains and alignment with business goals
- Exceptional analytic and strategic thinking skills
- Have demonstrable work history of meeting and exceeding established CPA and Conversions targets
- Must have strong communication and interpersonal skills and the ability to establish, develop and maintain business relationships
- Exhibits flexibility; capable of adjusting to changing priorities
- Be resourceful and able to solve unstructured problems with little to no supervision in a fast paced, high stakes environment
- Demonstrates a strong ability to contribute to the business along with department staff members, managers, and establish collaborative relationships with peers
- Innovative and stays on the cutting edge of new technology and opportunities; leverages strong industry relationships to identify, develop and test new opportunities to yield efficiency improvement
- Think strategically and understand the purpose of every campaign.
- Accept responsibility & make decisions. We're a smaller team. It's on you.
- Demonstrate solid technical and negotiating skills

About Adaptive Health

Adaptive Health owns many of the leading wellness and nutritional supplements on the market. These brands include Peptiva®Beneflex®, Lumiday®, and Luminite®. Adaptive Health is also the owner of Nugenix® and Instaflex®, the nation's top-selling free testosterone booster and joint support products in GNC stores.

Our innovative sales model combines a traditional retail presence with powerful direct response marketing techniques. We manage this model with the help of our unique brand-management platform. This unique platform enables us to effectively manage vast direct response initiatives for our products, while also supporting an expanding retail presence.

We combine this proprietary software with talented team members to achieve staggering growth for our brands. Adaptive Health products are primarily distributed throughout North America and internationally including Turkey and the Middle East.



In the United States, Adaptive Health requires that applicants provide authorization and consent to a background check to continue in the selection process. All employment offers are contingent on meeting our background check standards. If hired, you will be required to provide documentation indicating your legal right to work in the U.S which may be verified through Adaptive Health's participation in the E-Verify program.

As an Equal Opportunity employer, Adaptive Health provides an environment that promotes individual recognition and achievement. We recruit, hire, train, compensate and promote associates without regard to race, sex, color, religion, age, national origin, disability or protected veteran status.

About the Team

We're a closely-knit marketing team based in Charlotte, NC. Recently named as a Top 10 Fastest Growing City in the US - and the only one in the beautiful Atlantic Coast Region - Charlotte is becoming the new hotspot for professionals. Our brand new, expanded offices are located in extremely livable "uptown" Charlotte with great views of the city's expanding skyline, floor-to-ceiling windows, plenty of natural light, a stocked kitchen, ping pong table, and close proximity to lots of good food and entertainment - including easy walking distance to home games for the Carolina Panthers, Charlotte Hornets and Charlotte Knights.

Created by our founders just after graduating college as the type of environment in which they'd love to work, our dress code is casual, there aren't a bunch of meetings, levels or bureaucracy, and you'll enjoy that rare combination of professional support and autonomy at the same time. With a genuine belief in the importance of balancing success and fun, regular team events occur, ranging from afternoons at laser tag to office ping-pong matches to after-work social gatherings. Maybe best of all, you'd be part of a winning team on the cutting edge of what we do. After 7 years of growth, we just completed our best year ever, and we sincerely believe this is just the beginning.