



Role: Affiliate Marketing Executive

Reporting to: Affiliate Marketing Manager

Direct Reports: n/a

Location: London, Victoria

Hours of work: 37.5 hours per week (Monday to Friday)

About us:

Racecourse Media Group is the umbrella organisation for those 35 racecourses which hold an interest in Racing TV (Sky 426, Virgin 536 and 411), Racing TV International (international betting shop/digital service) and Racecourse Data Company (licensor of Pre-Race Data). Racing TV and Racing TV International also broadcast racing from all 26 Irish racecourses.

Job Purpose:

To work alongside the affiliate team and wider B2C marketing team, to help to deliver best-in-class affiliate acquisition marketing.

The key focus of the role will be to drive new affiliate account acquisition from the Racing TV website, apps and social media channels. This will include campaign planning, execution and activation through a CMS for affiliate betting promotions. The role is a key point of contact internally between editorial and commercial teams for affiliate campaigns, assets, messaging and anticipated CS support.

The role will also include liaising with affiliate partners and relevant agencies to source and supply creative and marketing assets for campaign activation.

Job Accountabilities:

- Drive new affiliate account acquisition from the Racing TV website, apps and social media channels
- Management of the CMS to ensure affiliate promotions are planned and executed to maximise ROI for betting partners
- Ensuring weekly plans are in place to maximise opportunities from the British and Irish fixture list, on-screen integration and Racing TV sponsorships
- Overview of social media activation of affiliate offers and campaigns: managing both organic and promoted content
- Affiliate conversion tracking by campaigns, channels and partners
- Key point of contact with affiliate partners and relevant agencies to source and supply creative and marketing assets for campaign activation
- Email marketing scheduling and support for affiliate promotions
- A/B testing and optimisation for creative and messaging across all marketing channels
- Manage affiliate push messaging marketing communications
- Increase app downloads for Android and iOS
- Evaluation of campaign performance and regular reporting

Measures for the role:

- Monitoring the monthly sign ups for bookmakers, including registrations and first-time depositors
- Tracking the performance of new customer accounts once acquired, monitoring the account turnover and NGR (net gaming revenue)
- Review of CRM stats on a weekly basis: email, SMS and push messaging
- Reporting on the ROI for each of our betting partners

Person specification for Affiliate Marketing Executive

	Essential	Desirable
Qualifications (academic, technical and professional)	<ul style="list-style-type: none"> - Degree-level qualification or equivalent in a relevant field 	<ul style="list-style-type: none"> - Previous employment at a bookmaker or sports affiliate organisation
Experience (work and tasks)	<ul style="list-style-type: none"> - Broad digital marketing experience - Broad social media experience and understanding of social media channels 	<ul style="list-style-type: none"> - Experience working within a marketing role, preferably in the racing and/or gaming sectors
Skills	<ul style="list-style-type: none"> - Internet/ e-commerce skills and knowledge including terminology, functionalities and trends - Good organisational skills with strong attention to detail - Communication skills: Be able to speak and write clearly in ways that others can understand easily - Strong computer skills (particularly Excel and PowerPoint) - Outstanding spelling and grammar and using flair in language that grabs the attention 	<ul style="list-style-type: none"> - Previous use of Adobe Photoshop and/or other design software
Competencies/ behaviours	<ul style="list-style-type: none"> - Excellent Team Player with the ability to work collaboratively with others - Time management: managing time well and being on time - Being able to adapt to the changing needs of the business and its customers - Ability to build rapport and maintain key working relationships internally and externally 	<ul style="list-style-type: none"> - Proven track record of achievement - Knowledge of and enthusiasm for horse racing and Racing TV's mission and structure

How to apply:

Please send your covering letter and CV to recruitment@racecoursemediagroup.com by midnight on Sunday 8th December 2024.

RMG Operations is an equal opportunities employer and does not discriminate on grounds of sex, sexual orientation, marital status, race, colour, ethnic origin, disability, age or political or religious belief in its recruitment or other employment policies.