

Job Description – Affiliate Marketing

About the Company

Tamada Media is one of South India's fastest-growing digital media companies with some of the biggest digital content creators owned by us. While everybody is busy thinking out of the box, we at Tamada Media, tossed the box out. We believe in boundless innovation and encourage young talent to realize their true potential. We are partnered with some of India's leading OTT players and satellite television channels to give them digital-first content. We are also one of the enterprise partners for YouTube with over 1 billion monthly views and one of the top entertainment partners with Facebook. With our existing partnerships with some of the leading production houses down south, we are also able to bring in their production capabilities coupled with our execution prowess to make the best content out there.

Job Responsibilities:

We are seeking a skilled Affiliate Manager with relevant experience in running affiliate programs through content. The ideal candidate will be responsible for managing, optimizing, and growing our affiliate network to drive revenue and expand our brand presence. This role requires strong communication skills, strategic thinking, and a deep understanding of affiliate marketing principle.

- Develop and implement strategies to recruit, onboard, and manage affiliate partners, with a focus on content-driven affiliates.
- Build and nurture relationships with affiliates to maximize performance and ensure alignment with brand values and goals.
- Create and distribute compelling content, including articles, blog posts, social media updates, and email newsletters, to support affiliate marketing efforts.
- Proactively reach out to relevant WhatsApp, Instagram, Telegram groups, and other social networks to identify potential affiliate partners and promote related products.
- Analyze affiliate performance metrics and KPIs to identify opportunities for optimization and growth.
- Monitor industry trends and competitor activities to stay ahead of the curve and capitalize on emerging opportunities.
- Collaborate with cross-functional teams, including marketing, sales, and product development, to align affiliate initiatives with overall business objectives.
- Provide regular reporting and insights to stakeholders, highlighting key trends, successes, and areas for improvement.
- Stay up-to-date on best practices and changes in affiliate marketing platforms, regulations, and industry standards.

Skills Required:

- Bachelor's degree in marketing, business administration, or related field.
- 2-3 years of proven experience in affiliate marketing, with a focus on content-driven strategies.
- Demonstrated track record of successfully managing affiliate programs and achieving revenue targets.
- Excellent communication skills, both written and verbal, with the ability to craft engaging content and build rapport with affiliates.
- Strong analytical skills, with the ability to interpret data and draw actionable insights.
- Creative thinking and problem-solving abilities, with a passion for driving results and continuous improvement.
- Familiarity with affiliate marketing tools and platforms, such as affiliate networks, tracking software, and analytics tools.
- Proactive attitude and ability to thrive in a fast-paced, dynamic environment.