



Affiliate Manager

Location:

364 Richmond St W. 501
Toronto Ontario

Company Overview:

AdParlor is a unique and exciting startup – well established in the social network advertising industry. We help social media application developers make money through banner advertising and by leveraging our virtual currency platform. Our ad network delivers over 50 million ad impressions daily on applications within facebook, myspace, hi5, bebo, orkut, and friendster.

We have aggressive growth plans and welcome individuals with similar drive and determination. All of our employees have the autonomy to make big decisions. There is plenty of flexibility throughout the workplace, as we realize that most people have certain hours where they perform best – and it is not always between 9 and 5.

Position Overview:

The campaign manager will be responsible for:

- Setting up, monitoring, tweaking and evaluating ad campaigns from our major advertisers
- Bringing on new affiliate partners, entering in new 'offers' for our offer wall, and continually analyzing and optimizing results to increase revenue
- Maintaining communication with our major advertisers/clients
- Working with affiliate networks to evaluate offers and integrate within our ad network
- This is a startup – so there will be **many** tasks outside the job description

Skills Requirements:

- Independent, energetic, driven, motivated, hard-worker
- Strong analytical skills – useful for evaluating campaigns and 'playing' with numbers in excel
- Excellent people and communication skills – potentially attending conference – ad:tech, affiliate summit, virtual goods summit, social media summit
- Preferably previous experience in online advertising, affiliate marketing, and/or social media –Azoog, NeverBlue, RockYou, SocialMedia, Adknowledge, OfferPal, Zanox, Glispa, Rubicon Project, Pubmatic, Affiliate.com...

NOTE: We work hard and at odd hours of the night. There will be very little supervision in this position. You will not be evaluated on your ability to show up every day from 9-5. Rather, we are looking for someone who is always connected to the Internet and works hard because they are passionate about the business, this exciting industry, and their role in this exciting startup. Independence and strong decision making skills are key as you will be given a lot of autonomy in this role.