

## **DIGITAL ACCOUNT MANAGER / SENIOR DIGITAL ACCOUNT MANAGER**

### **Who are we?**

We are Adlegion Limited; a technology driven team that plans and manages performance advertising campaigns for our clients who are predominately in the iGaming space. Adlegion Limited also service and see excellent growth opportunity in the following industries: eSports, Entertainment, Finance & Crypto. Our client portfolio consists of high-growth ambitious start-ups to multi-billion-dollar giants. We have a truly global capacity delivering campaigns across Europe, North America, Asia and LATAM.

We are passionate, capable and incredibly ambitious. Optimisation is our mantra along with attention to detail and a proactive client approach. We thrive on helping our clients grow.

### **Who are we looking for?**

We are looking for a dedicated Senior Digital Account Manager to join our team, who really cares about their job, has a flexible mindset but also appreciates flexibility, something we value at Adlegion.

You will help manage our portfolio of client campaigns. Predominately our revenues are generated through always on affiliate advertising but may from time to time include PPC, paid social and programmatic display, native.

We value good communicators who feel confident collaborating with clients and presenting PowerPoints. As a successful emerging company, we need people to make their own decisions and lead within their role, naturally this won't be expected from day one, but it should be an inherent part of your personality.

As an affiliate first agency, experience in affiliate advertising is essential and experience in iGaming highly desirable. When you join our team, you will get extensive training and background information to ensure you are feeling confident and prepared.

### **The Role:**

Your role will be to coordinate the work with both clients and internal teams, so a structured approach ensuring nothing falls through the cracks is paramount. Your work will span end to end accounts management from new business sales, managing existing client briefs, onboarding new publishers, researching new markets, uploading campaigns to our affiliate software, helping with pitch documents, managing orders, monitoring campaigns, reporting back to the client and finally invoicing.

A book of clients and publishers would be a bonus.

### **Job Overview**

- Acting as the first point for affiliates/publishers/advertisers
- Managing campaigns:
  - Receiving campaign orders, to ensure all the information for execution is available and organised
  - Upload campaigns to our internal affiliate platform
  - Monitor & ensure campaigns are delivering on pace and within the KPIs.

- Participate in the optimisation meetings with the ad ops team to ensure all the client's needs are addressed.
- Detailed Reporting
- Review new technologies the company can use to improve performance
- Create reports using Excel, PowerPoint, Google Studio Dashboard live feed with valuable written insights about campaign performance.
- Increase profit margins by margin management & profit and loss.
- Understand and manage campaigns to improve ad performance and quality CTRs and any other metrics which are important to clients
  
- Publisher Sales
  - Search for new affiliates/publishers to increase our reach
  - Negotiate rates with publishers
  - Have new affiliates/publishers sign up to our affiliate platform
  
- Administrative
  - Work with the finance department to ensure timely invoicing and payments
  - Research new client businesses, previous strategies, advertising assets, etc. & their competitors.

#### **Our requirements:**

- A strong interest in our industry verticals as well as affiliate and digital advertising as well as a strong interest to continue to grow within the industry long term
- Absolute minimum two years work experience in affiliate advertising (focus on iGaming and entertainment would be highly beneficial)
- Minimum 6 months in other forms of digital marketing (SEO, Content creation, PPC, Programmatic, Paid Social) as either a digital account manager / digital strategist / digital campaign manager / client services
- Excellent time-management skills & multi-tasking
- Excellent verbal and written communication skills
- Strong analytical skills
- Good knowledge of Excel & PowerPoint
- Technology proficient
- Experience with tools such as Google Analytics, Google Data Studio, Google Ads, DSPs, DV360, FB Ad manager etc

#### **Additional duties may be required from time to time to support the team:**

- Helping to support other teams with general duties and digital assistance as and when required.
- Supporting the Sales, Finance and Commercial teams.
- Use of Microsoft Word, Outlook, PowerPoint and Excel, to produce and maintain presentations, records, spreadsheets and databases.
- File management of documents.
- Generate site lists from time to time for sales purposes
- Answer phones
- Train and manage new staff members in all of the above if and when required

- Other administrative duties as required
- Sign legal documents on behalf of the company

### **Why work for us?**

- A fantastic opportunity to grow personally & professionally on our journey together.
- You will learn about media planning and execution from a senior team across multiple industries and across multiple platforms.
- You will get to be part of a super friendly and talented team who support and challenge each other to achieve our best.
- We are working remotely, but we are keeping the team spirit high. We have daily calls (and an active Skype chat) to ensure we are keeping up to date with what is happening both at work and outside of work.
- Need to start your day a bit later to drop off your kids at the nursery? Want to join a gym class around lunch? We can work with that! Work-life balance is hugely important to us, and we understand that you may need some flexibility in your day.
- We offer a competitive salary with bonus opportunities for great performance & achievements.