



Job title: Affiliate Marketing Executive

Department: Marketing

Line Manager: Head of Affiliates

Direct reports: N/A

Job classification: Full Time

Hours of work: Monday to Friday, 37.5 hours per week

Location: Victoria, London

Racecourse Media Group is the umbrella organisation for those 34 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.

Overview of position	Working alongside the Head of Affiliates to deliver best-in-class affiliate acquisition marketing.
Key Responsibilities	<ul style="list-style-type: none">- Drive new affiliate account acquisition from the website, apps and social media channels- Campaign planning and execution for affiliate betting promotions, ensuring weekly plans are in place to maximise opportunities from the British and Irish fixture list, on-screen integration and Racing UK 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 between editorial and commercial teams for affiliate campaigns, assets, messaging and anticipated CS support- 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 marcomms

	<ul style="list-style-type: none"> - Increase app downloads for Android and iOS - Evaluation of campaign performance and regular reporting
Essential requirements/Qualifications	<ul style="list-style-type: none"> - Some experience of working within a marketing role, preferably in the racing and/or gaming sectors - Knowledge of/interest in horseracing and betting is required - General experience across all aspects of marketing, communications and advertising is preferable - Experience in managing social media campaigns is required, both paid and organic - Proven track record of achievement - Internet/ e-commerce skill and knowledge required - Excellent Team Player - Excellent written and verbal communication skills - Good organisational skills with strong attention to detail - Strong computer skills (particularly Excel and PowerPoint) required and Photoshop design experience preferable - Relevant qualification/ degree
Required Skills/ Experience	<ul style="list-style-type: none"> - Previous employment at a bookmaker or sports affiliate organisation is preferred

How to apply:

Please send your covering letter and CV to recruitment@racecoursemediagroup.com by 23rd June 2021.

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