

## **Traffic Bull Monetization Manager**

**Number of Posts:** 1

**Contract Type:** Full time – Permanent

### **Job description**

The essence of your role would be to develop and execute strategies that drive growth and maximize customer lifetime value. Doing so, you are responsible for balancing the scale of internal CRO and sales and external monetization. You will manage the overall planning and management of internal member area traffic monetization, integration with core systems while using all the tools at hand to maximize KPI's.

### **Key Responsibilities:**

- Work on company-wide reporting of marketing and sales KPIs daily, monthly and per need
- Ensure advertising compliance, being on top of trends and market updates
- Working closely with the Traffic Bull Monetization team to ensure smooth delivery of solutions.
- Daily measuring and analysing of data while reporting on results
- Identifying opportunities for new business development through follow up on leads and conducting research on target clients
- Create, negotiate, and close agreements
- Sustain business growth and maintain close relationships with clients and partners
- Create and optimize, external and internal daily, weekly and monthly reports for the purpose of monitoring account activity while analysing performances and identifying areas of improvement.
- Be chief insight manager - strive to use all data available to create actionable insights for marketing and product teams in order to maximize KPIs
- Work on one dashboard implementation along with POs and BI team and be the project owner for integrated reporting and insight tool. Research market for potential similar tools and compare.
- Support email monetization. Monitor return traffic on internal (TrafficMansion and Geoearnings accounts) and brokered accounts: analyse, identify areas of improvement, and recommend ways to optimize. Retest portion of the traffic on 3rd party relevant offers to maximize epc.
- Cooperate with the external broker in finding ways to improve and optimize email monetization results. Make sure invoicing and payments are timely.
- Work closely with the Head of Customer Acquisition to build and expand revenue generation from all partners. Analyse partner's performance reports, optimise landing pages and ensure the growth of partner's traffic and performance.
- Monitor and assist in the integration of server-to-server pixels for networks and affiliates.

- Offer support to new and existing affiliates/partners and affiliate networks for the different clients of EPC Masters.
- Set up and maintain offers on our admin/ back-office interfaces.
- API set up and testing for the offers we manage on behalf of advertisers.
- Monitor accounts activity, analyse performance, identify areas of improvement, and recommend ways to increase account-generated revenues; new campaign ideas, creatives and A/B testing all geared towards good CTRs and unique to lead conversions.
- Monitor and measure the effectiveness of all outputs and recommend new ideas.
- Monitor competing offers in the market to be creative and improve our offers.
- Establish client relationships, resolve concerns, and provide support for the partners by proactively communicating with them and catering to their technical requests in a timely manner.
- Provide education. Educate the clients not only on the company's procedures and products, but the industry as a whole.

**Desired Skills and Experience:**

- Minimum of 1 to 2-years' experience in Online Marketing/coding (Online Dating preferably).
- Previous experience working at an online and or mobile ad network/affiliate network is ideal.
- Understanding of design and marketing principles and techniques
- Ability to develop strategies based on industry trends and developments
- Strong analytical and problem-solving skills.
- Complex problem solver, performance-oriented and collaborative
- Technical skills, basic HTML knowledge, S2S protocols, understanding of the agile methodology
- Able to monitor project progress from planning to execution to ensure it remains focused and evaluate its effectiveness
- Proactive and enthusiastic with excellent communication skills.
- The ability to work autonomously as well as within a team.
- Capacity to maintain efficiency under pressure
- Confident and excellent interpersonal skills.
- Fluent English both written and spoken, foreign language is a plus.
- Advanced Knowledge of HTML and CSS.
- Knowledge and Experience with Server to Server S2S pixel implementation and testing is a must.

**What we offer:**

Apart from the offices' vibrant and bright mixture of traditional Maltese and industrial vibes and its amazing international team, here is what's on offer:

- Competitive salary
- A personal MacBook
- Company and team events
- Private health insurance
- Learning and development opportunities
- Possibility for remote work
- Flexible hours and flexible holiday policy
- An exceptional, dynamic, demanding and motivating working environment within a fast-growing company.

**Training provided**

On the job training will be provided however we are looking for an experienced marketing professional

**Any assistance with accommodation/relocation**

To be discussed during the interview

**Salary**

Eur 38,000 euro annually with Eur 7,000 KPI bonus annually

**How will the interviews be held**

Online

**To apply**

CVs and a covering email are to be sent by email to [eures.recruitment.jobsplus@gov.mt](mailto:eures.recruitment.jobsplus@gov.mt) and should be written in English. Please quote the vacancy name and number in your email.