

Perfume.com is looking for passionate, bright, curious people. If you want to help build a world-class company, with all the energy, passion and resources of a Bay Area-like startup, join us on the ground floor and surround yourself with possibility.

The role:

We are looking to strengthen their current marketing team with a high calibre Online Marketing Manager to drive aggressive revenue growth for Perfume.com. This an amazing opportunity for the right individual to take responsibility for the strategy, tactics and success of our affiliate programs in North America, as well as support our successful paid search marketing, email and CSE programs.

Reporting to the Director, Online Marketing the Online Marketing Manager will play an active role in growing our business through broadening the reach & effectiveness of our online marketing channels.

Key Performance Measures:

- Revenue, visits, conversion rates
- ROI & CPO by channel

Key Responsibilities:

- Actively manage Perfume.com's affiliate sales across multiple networks in North America
- Managing budget and commission structures to optimize program profitability
- Creating promotions, and offers used to incentivize affiliates
- Driving program awareness by actively participating in affiliate forums
- Developing and implementing strategy to aggressively recruit top affiliates & engage non performing affiliates
- Maintain and update paid search activity in order to meet budget & conversion goals
- Maintain and update comparison shopping engine activity to meet budget & conversion goals. Source new opportunities on CSE's & niche shopping sites.
- Support the planning, execution, reporting and development of email programmes
- Increasing online conversions & efficiency from all online marketing efforts
- Monitor the competitive landscape and best-practice strategies
- Liaising with the product, customer support & technology departments

Skills & Abilities:

- Experience and understanding of affiliate marketing programs (CJ, Performics etc.)
- Experience and proven results working with paid search (Google AdWords, Yahoo, MSN AdCenter)
- Proven track record of driving revenue through online marketing channels
- Competent at reviewing metrics, tracking & interpreting website analytics
- Excellent written & verbal communication skills
- Solutions oriented problem solver
- Energetic and enthusiastic – has a sense of urgency
- Technology savvy: command of excel, MS Office proficient

Desirable Experience/ Skills:

- Experience working in an e-commerce environment – a significant plus
- Entrepreneurial spirit & desire to work in a start-up like environment
- Strong work ethic
- High attention to detail
- Team Player
- Thrives in a fast paced environment
- Bachelor of Arts or Science Degree

Submit your resume to careers@livecurrent.com - qualified candidates will be contacted.