

CityAds Media: global technology platform for online performance marketing powered by big data! CityAds Media is an international affiliate marketing and performance advertising platform operating via CPA (Cost Per Action) model supported with proprietary big data technologies. CityAds has developed a unique technological platform focused on traffic conversion efficiency. CityAds technologies and human capital (~150 employees) provide marketers with unique services to drive sales and optimize costs.

Due to the rapid growth and access to the international market, we invite talented professionals in our ranks! This is a great opportunity to join the only true global network in affiliate marketing and be part of a senior management team for a company that sets the industry standard for performance and network quality, whilst providing the most sophisticated reporting tools.

We are now looking to hire a new Publisher Director who will be responsible for creating or developing CityAds publisher relationships, specifically with companies that will prove to be strong distribution partners for CityAds. You will directly manage publisher manager in your region within your portfolio in order to identify and execute upon new revenue & growth opportunities. The right candidate for this position has a strong knowledge of all online advertising models and a well established network of contacts within the affiliate marketing industry.

Job title	Publisher Director
Job Role (Global/Local)	Local
Job seniority	Top management
Location	Brazil, Sao Paulo
Reports to	Country manager/Managing Director
Direct reports	1-3 Publisher Managers
Salary	Competitive + Bonus + Extensive Benefits

The purpose of the Publisher Director is to manage publisher managers to deliver maximum revenue and margin from a portfolio.

The role involves building strong publisher relationships at a senior level.

Key attributes

- Extensive experience within digital
- Intimate knowledge of affiliate marketing
- Drawing up and approval of budgets and monitoring their implementation

- Maintenance and development of key publishers
- Developing unique offers for publishers with the best traffic and their harmonization with the advertiser, launching various campaigns to encourage publishers
- Provide recommendations for improvement of advertisers offers and offer various consulting services
- Expertise in and knowledge of online marketing beyond the world of affiliates
- A sense of urgency for achieving goals
- Thrives on working on multiple projects simultaneously
- Can generate ideas to solve problems creatively
- Builds strong relationships at a senior level to influence affiliate contacts
- Offers directive leadership to ensure that results are delivered
- Delegates where necessary
- Excellent presentation and written skills
- High level of commercial awareness
- Fluent English
- Excellent negotiation skills
- Positive outlook and proven ability to handle pressure

Role Functions and Responsibilities

Business Development

- Ensure that the global revenue goals are met via management of the local offices affiliate teams, designated publishers and associated resources
- Grow revenue to meet and exceed goals with all accounts through increased performance or up-selling of increased product & service offerings
- Lead contract negotiations with strategic affiliate accounts and third party technology providers, and coordinate with legal resources as appropriate
- Effectively network client organizations to establish new contacts at higher levels and in other business units
- Review new affiliate pipeline weekly
- Research new affiliate opportunities and create quarterly target lists

Portfolio Development

- Provide strategic direction to ensure ongoing management and development of new affiliate account
- Effectively transfer recently recruited publishers (if and when appropriate) and related revenue opportunities to local Heads of Affiliate to ensure effective account optimization
- Ensure that the Sales teams are kept abreast of the new affiliate landscape and changing affiliate models
- Track and report on recurring new affiliate revenue generated from recruited publishers (new and existing)
- Collaborate with other departments in the creation of required business/technical deliverables as they relate to the recruitment and development of new and existing publishers
- Coordinate international opportunities with subordinate team
- Stay abreast of industry trends and developments to identify future growth opportunities and communicate learning to other members of the affiliate teams in all office locations

Team Development

- Champion Cityads initiatives and core values within the affiliate team
- Perform weekly status meetings with responsible direct reports to track quarterly revenue goals and to provide guidance in the identification, creation, negotiation and maximization of additional advertisers
- Provide professional development to responsible direct reports via weekly one-to-ones, three-month reviews, annual performance reviews along with any other learning opportunity
- Mentor and develop new staff members by helping with the job and formal training sessions
- Participate and lead department and/or company initiatives