

## Online Marketing Director

### Who we are...

Awarded Business of the Year 2009 by the Victoria Chamber of Commerce and Employer of the Year 2009 by VIATeC, Neverblue is a market leader in the fast-growing online advertising world. We are a performance-based lead generation network that specializes in online customer acquisition on a global basis. We deliver millions of profitable customers to clients from all over the world, including members of the Fortune 1000™.

Neverblue Media is a fast-paced company offering a dynamic workplace for talented, hard working people who are driven to succeed. If you enjoy working in a collaborative, results-driven environment, have a great attitude and want to be part of our award winning team we would like to hear from you!

### Position Description

As the Online Marketing Director you will have two main areas of focus:

- 1) Network Properties and Portals – planning, creation, optimization
- 2) Network Partner Landing Pages – review, optimization, queue management

Leveraging Neverblue's vantage as a leader in the performance (CPA) marketplace, you will be creating lead generation websites and portals for the affiliate network and optimizing creatives for the best advertisers and affiliates in the marketplace. With the benefit of clear visibility into successful trends and tactics combined with frontline relationships with top affiliates and advertisers you will have a unique opportunity to create some of the most successful performance campaigns in the world. You will be leveraging your experience in the affiliate marketplace and your experience with internet advertising across media types (search, display, social, email and mobile). Your team will prioritize and create exclusive properties, white labels and unique campaigns to optimize our partners ROI.

You will take accountability for prioritizing how Neverblue invests in properties, and the associated P&L. This will require suggestive selling to top clients directly on the advertiser side, working with leading affiliates and will also require running a small team (internal and outsourced).

Some international travel, plus working some weekends and evenings may be required. This is a unique opportunity to join a dynamic, fast-paced company where you can make a difference, and build your resume in advertising technology and media. This position is permanent, full-time, and includes a competitive base salary, bonus and a comprehensive benefits package. This position reports directly to the VP BD and Sales.

### Key Accountabilities

#### *Market Research, Prioritization and Creative Optimization of Online CPA Campaigns, Websites and Portals*

- Prioritize investment in performance web properties.
- Plan, budget, build, launch, test, measure, and optimize.
- Optimize campaigns for Neverblue's growing affiliate base, short term ROI, compliance/quality, long term advertiser client relations, and develop unique scalable services which differentiate
- Regularly report on efforts, results, and upcoming opportunities both locally and internationally.
- Help ensure Neverblue is creatively innovating and maximizing long term Gross Profit

#### *Team*

- Maintain professional, positive and appropriate working relationships with all team members which includes demonstrating respect, enthusiasm and initiative.
- Expertly outsource projects which can be more efficiently executed externally.
- Provide support, training and coaching to other team members where appropriate.
- Consistently demonstrate teamwork, reliability and professionalism in the workplace.
- Continued training and development

### Key Competencies

- Proven experience in optimizing internet marketing, particularly with optimizing creatives
- Experience prioritizing investment/budget opportunities
- Strong understanding of the affiliate marketplace
- Experience managing client relations
- Facility with leading creative online marketing tools and technologies (Photoshop, php etc.)
- Positive thoughtful communication skills (written and verbal).
- Driven to succeed, entrepreneurial - meet and beat team and individual targets and goals
- Ability to take direction well and follow through with project deadlines
- Exceptional sense of organization and attention to detail
- Ability to plan work to meet deadlines and unexpected situations and/or requests

## **Education and Experience**

- 5+ years of experience in creating websites and optimizing creatives as an affiliate or in performance marketing
- Management experience and/or a successful affiliate background
- Experience working in a fast-paced, entrepreneurial environment driven by meeting and beating targets
- Post-secondary education in business, commerce or marketing (MBA a plus)
- Online marketing or advertising experience

**To apply, please email your cover letter and resume in Word or PDF format referencing "Director, Online Marketing" to [careers@neverblue.com](mailto:careers@neverblue.com)**

**Also, please include why you want to join the Neverblue team and provide your salary expectations.**

**We would like to thank all applicants for your interest however, only candidates selected for an interview will be contacted.**

**Recruitment for this position is ongoing.**

**For other career opportunities with Neverblue, visit: <http://www.neverblue.com/careers.html>**