



Discover  
something *new!*

## Job Description

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| <b>Title:</b>      | Affiliate and Influencer Marketing Manager               |
| <b>Type:</b>       | Permanent  |
| <b>Start date:</b> | ASAP   |
| <b>Hours:</b>      | 40 hours per week  |
| <b>Salary:</b>     | Competitive, dependent on experience                     |
| <b>Location:</b>   | This role is 100% based at our new HQ in Aylesford, Kent |

### Who is Must Have Ideas?

Whilst still only young, we're one of the UK's fastest growing ecommerce brands, helping over 2 million customers 'Discover Something New' every year. One in six homes in the UK now have one of our clever, problem-solving products and we're widely recognised as one of the leading ecommerce innovators of the past few years. Named by The Sunday Times as the 66<sup>th</sup> fastest growing company in the UK, we're a British success story and our incredible growth isn't stopping any time soon. We would love you to join us on this exciting journey!

### The Team

You'll be working with a group of great people who think independently but collaborate as a strong team to deliver exceptional results. Career progression? Absolutely - there are plenty of opportunities to grow and develop, as our rapid growth continues.

### We're fully office-based

We believe that we are at our best when we're together, and that's why our team fully works from our office at our swanky new base in Aylesford, Kent. Being together facilitates superior collaboration, encourages conversations, and sparks creativity. And there's some pretty sweet incentives to coming to the office, too, including free breakfast every day!

### This Role

This is an excellent opportunity to join us on our fast-growth journey!

We're looking for an Affiliate and Influencer Marketing Manager to join our ever-growing Acquisition team to establish and grow a successful affiliate programme.

This is a newly created role to support the ongoing fast-growth of the organisation.

Your responsibilities will include:

- Establishing and growing a profitable affiliate and influencer marketing programme for Must Have Ideas.
- Sourcing suitable affiliates and influencers, providing insight into their audience demographics, conversion statistics, rates, services and previous work.

- Managing communications between MHI and affiliates/ influencers, tracking progress of the collaboration (rate negotiation, sample shipping, content creation schedule etc).
- Fostering great long-term working relationships with affiliates and influencers
- Establishing an affiliate/ influencer content brief and guidelines.
- Managing the content approval process.
- Managing the generation and distribution of unique links and discount codes for affiliates, ensuring accurate tracking.
- The ongoing analysis of individual affiliate and influencer performance, reporting key metrics to the Head of Acquisition.
- Planning a continuous flow of evergreen and seasonal affiliate campaigns, and forecasting future affiliate and influencer generated sales.

You'll excel in this role if you have the following skills & experience:

- Experience of working with affiliates and influencers previously, sourcing potential collaborators, managing communications, negotiations and fostering long-term relationships.
- Forecasting experience for e-commerce affiliate programmes.
- Experience of measuring success using key e-commerce metrics i.e. CPA, ROAS, and spotting opportunity for scale.
- Previous use of an affiliate-management platform (desirable).
- Extremely organised, with the ability to adapt to seasonal trends.
- Excellent communication and presentation skills.
- Ability to report in a clear and concise manner.
- Ability to work semi-autonomously, using initiative to spot opportunity.

### **What's it like to work here?**

We know that our people are key to our success. That's why we strive to make MHI a great place to work – just ask our team. It's a friendly, welcoming and fun environment here. We've worked hard to create an amazing experience for our people because we know that workplace happiness goes way beyond just your salary. As well as being a Living Wage employer, we're proud to offer one of the best packages of team perks in the area, including:

- Private healthcare
- Free breakfast every morning
- Paid sick leave
- Flexible hours
- Minimum of 25 days holiday per year as standard (plus more the longer you stay)
- Buy or sell holiday
- Generous paid maternity & paternity leave
- Your birthday off work every year
- Free electric vehicle charging
- Free car washing every month
- Regular team & charity fundraising events
- Free products from our range
- Generous staff discount on our range of products
- Free personal use of company vans
- Company pension
- Salary sacrifice schemes (cycle to work, electric car leasing)

- Season ticket loans
- Casual dress code
- Free and unlimited fruit, sweets, cold & hot drinks

**What happens next?**

If we think you could be a good fit, you'll be invited to come and see our new state-of-the-art facilities and for a more in-depth conversation. We may ask you to complete a small task to show us your skills and there may be a second interview stage, too.

This is an excellent opportunity to join us while the company is still young and to be part of our high-growth journey, with all the opportunities that brings.

Must Have Ideas Ltd is an equal opportunities employer and we're working hard to build a diverse and inclusive workforce.