

# Holm Marcher & Co.

## **Affiliate Partner Manager for Capture One**

Capture One (part of Phase One A/S) is looking for an experienced and skilled Affiliate Partner Manager, who will be responsible for the strategy, development and implementation of best-in-class paid acquisition initiatives and digital partnerships for their globally-recognized brands and products: Software Capture One Pro, Capture One Pro Sony and Capture One Pro Fujifilm.

### **About Capture One/Phase One**

Established in the early 1990s, Phase One is a true digital photography pioneer with a passionate commitment to image quality excellence and creative freedom. The company is a world-leading provider of medium format digital photography systems and imaging solutions for professional photographers and industrial applications.

From this Phase One has developed Capture One, the award-winning professional choice in image editing software. The software offers fast and powerful RAW conversion, image editing and asset management. Capture One is the no compromise choice in image editing software. Capture One's offices is based in Copenhagen, Denmark, where they embrace the high demand of Scandinavian design excellence. They are dedicated to deliver the best image quality and user experience, and through their commitment to serve and support worldwide customers, they now have offices in New York, Tokyo, Cologne, Shanghai and Tel Aviv, as well as expert teams of global partners.

They aim to deliver nothing less than the best solutions for all their customers, and to give them an extraordinary experience with Phase One/Capture One. To further their affiliate and partner relationships and performance they are now looking for an ambitious and talented Affiliate Partner Manager, to take this area to the next level. Phase One has just been acquired for 1.5 billion DKK, and have high ambitions for raising the right affiliate partnerships with more than 200 %.

### **The position**

The Affiliate Partner Manager will be referring directly to the Sales Director, and also be managing an Assistant Affiliate Manager, who will be working from a remote office. Furthermore, the position comes with some budgetary responsibility regarding the affiliate initiatives and projects.

It is an integral part of the Affiliate Partner Manager's job, to develop cutting-edge affiliate and partner strategies and tools, and implement these in the entire Capture One-organization, to optimize the company's standards within this field, and thus the overall sales performance.

The job will amongst other things include the following tasks:

- Managing a portfolio of +250 affiliates.
- Evaluating and guiding affiliates about best practices and optimization.
- Distribution of best practice guides and tutorials for Impact Radius.
- Monitoring a number of affiliate-KPI; such as clicks, activation and inactivation ratio and number of new un-boarded partners.

The position requires strategic thinking on a bigger-picture level as the future Affiliate Partner Manager will be playing a key part in elevating the role of inbound lead generation and paid media across the organization. This is done through usage of forward-looking strategies and best practices, that will improve both ROI and brand health.

### **Your Profile**

The ideal candidate comes with +5 years of relevant experience. You are driven by identifying, initiating and closing potential sales opportunities, and are good at maintaining long-lasting, professional relationships with partners. Furthermore, you have excellent cross-functional working skills and are motivated by the chance to work with many different sorts of people and backgrounds.

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You have experience from one or more of the following areas:

- Media agencies
- Working with influencers, Enthusiasts or Bloggers
- Ambassadors from other brands
- Resellers
- Brands
- Affiliates from other networks or competitive programs

Furthermore, experience with photo or software is an advantage.

It is vital to the role that you have experience with proactive and targeted partner care and identifying unexplored affiliates-opportunities. This process includes prospecting, contacting and building client relationships, through a keen understanding for complex customer-requirements and that there can be multiple entry points into the client needs. The client should always feel special, whether the contact is face-to-face, over email or via skype. Obviously, this is all with the goal of on-boarding new affiliates, and it thus important that you come with a proven track-record within this area. In regards to this experience with account and/ success and relationship management in general is considered a plus.

To be successful in the role you must enjoy working and delivering result in a sometimes-hectic working-environment. You strive to push the limit for what is achievable and is motivated by results and revenue goals. You have exceptional written and oral communication skills, and know how to deliver a message clearly and purposely. As a person you are persistent and determined, and this shows in your frequent communication with partners and affiliates through different sales and communication strategies. You fundamentally want your affiliates to be happy and satisfied, and are thus a sociable, out-going as well as a goal-oriented person.

### **Interested?**

If you want to know more about the position, you are welcome to contact Klaus Markholt-Hansen at tel. +45 2991 1037 or mail: [kmh@holmmarcher.dk](mailto:kmh@holmmarcher.dk)