

# Influencer & Affiliate Marketing Manager

**Location:** NYC Metro Area — Hybrid

**Reports to:** Senior Brand Marketing Manager

**Experience:** 4+ years

## About Furniture.com

Furniture.com is building a better way to discover and shop for furniture.

Furniture is one of the biggest purchases people make for their homes. But, finding the right piece across an enormous, fragmented market is still harder than it should be. We're creating a more inspiring, intuitive shopping experience that helps consumers discover furniture they love and confidently find what fits their home, style, and budget.

We're a fast-moving team at the intersection of **home, commerce, content, technology, and AI**, and we're looking for people who want to help build the next generation of furniture shopping.

## The Role

We're bringing our influencer program in-house and building a new affiliate channel from the ground up.

We're looking for an **Influencer & Affiliate Marketing Manager** who can do both exceptionally well.

On **influencer**, you'll run the engine. You'll own creator casting, outreach, negotiations, briefing, relationship management, production timelines, deliverables, rights, and performance tracking across a growing portfolio of creators.

On **affiliate**, you'll help build the engine itself. You'll evaluate platforms, recommend our program model, develop commission and incentive structures, establish recruitment and onboarding processes, and manage the program as it scales.

You'll work closely with our Senior Brand Marketing Manager and AVP of Brand & Creative, who will set broader brand strategy and creative direction. You'll turn that strategy into a high-performing creator program, while bringing your own expertise and recommendations to how we build affiliate.

**This is not an influencer role with affiliate added on. Hands-on affiliate program experience is a core requirement.**

This role is ideal for someone who loves creator relationships but is equally energized by systems, negotiations, performance data, and building something from scratch.

# What You'll Own

## Run Our Influencer Program

Own day-to-day execution across a portfolio of approximately **40–50 active creator partners** and **150–200+ annual content deliverables** as the program scales.

- Lead creator research, casting, vetting, and outreach across micro, mid-tier, and select macro creators.
- Evaluate creators based on audience fit, content quality, brand alignment, engagement, performance potential, and campaign objectives.
- Negotiate creator agreements including rates, deliverables, exclusivity, usage rights, whitelisting, timelines, payment terms, and renewals.
- Translate Brand Leadership's creative strategy into clear, actionable creator briefs that protect the brand idea while leaving room for an authentic creator voice.
- Serve as the primary relationship owner for creators from initial outreach through campaign completion.
- Manage production timelines, creative review cycles, revisions, asset collection, approvals, rights, and publishing coordination.
- Identify strong creator partners for repeat collaborations and longer-term relationships.
- Track creator and campaign performance and surface actionable insights that help us improve casting, creative, investment, and future activations.

## Build & Own Our Affiliate Program

Bring a strong point of view on how Furniture.com's affiliate program should work — and turn that strategy into a functioning channel.

- Assess affiliate and creator-commerce platforms including **Rakuten, ShopMy, CJ, Impact, and other relevant solutions** and recommend the right infrastructure for our business.
- Recommend program economics including commission structures, tiers, incentives, attribution windows, payment terms, and promotional strategies.
- Develop the affiliate recruitment strategy across creators, publishers, commerce partners, and other relevant affiliates.
- Build partner onboarding, communication, support, and ongoing management processes.
- Recruit, onboard, and develop relationships with affiliate partners.
- Equip partners with the product information, creative assets, links, promotions, and campaign support they need to perform.
- Own day-to-day affiliate program operations, troubleshooting, partner communication, and platform management.
- Monitor revenue, conversion, traffic, partner productivity, commission efficiency, and ROI.
- Identify opportunities to improve the program based on performance data, partner feedback, platform capabilities, and changes in the affiliate landscape.

- Partner with Brand, PR, Social, and other teams to identify opportunities for affiliate-driven content and co-marketing.

## Build the Systems Behind the Program

Create the infrastructure that allows our creator programs to run efficiently and scale.

- Establish clear workflows for contracting, approvals, payments, asset management, usage rights, gifting, and partner communications.
- Own creator documentation including contracts, W-9s, invoices, payment status, usage rights, and key partnership information.
- Coordinate furniture gifting and product-seeding logistics, including partner communication, fulfillment tracking, and program documentation.
- Maintain a clear source of truth for creator relationships, campaign status, assets, rights, costs, and performance.
- Develop repeatable playbooks and processes that make the program easier to operate as it grows.
- Partner with Finance on invoicing, payments, budgets, documentation, and compliance.

## How You'll Work With the Team

This role sits at the center of several functions.

You'll partner closely with:

- **Senior Brand Marketing Manager:** campaign priorities, creator strategy, program performance, and optimization
- **AVP of Brand & Creative:** brand direction, major creative initiatives, and strategic guidance
- **Social Media Manager:** publishing workflows, content calendar integration, and amplification across owned channels
- **PR:** creator, commerce, and affiliate partnership opportunities
- **Creative:** briefs, asset needs, reviews, and creator content
- **Finance:** budgets, invoicing, payouts, and compliance

You'll have meaningful ownership of your programs while operating within the broader Brand strategy.

## What We're Looking For

### Must Have

- **4+ years of experience** in influencer, creator, affiliate, or partnership marketing for a consumer, retail, lifestyle, e-commerce, or similarly relevant brand.
- **Hands-on experience owning or materially helping build an affiliate program.**

- Experience working directly within affiliate networks or creator-commerce platforms such as Rakuten, Impact, CJ, ShopMy, LTK, or comparable tools.
- A strong understanding of affiliate economics including commission structures, attribution, partner incentives, conversion, and ROI.
- Experience independently managing creator relationships from casting and outreach through contracting, production, and completion.
- Demonstrated ability to manage a high volume of concurrent creator partnerships and deliverables without sacrificing attention to detail.
- Experience negotiating influencer agreements, rates, usage rights, exclusivity, and other commercial terms.
- Strong understanding of Instagram, TikTok, and YouTube creator ecosystems and content formats.
- Comfort working with performance data and translating results into practical recommendations.
- Strong spreadsheet skills and comfort learning new marketing and operational platforms.
- Knowledge of FTC disclosure requirements and creator marketing compliance.
- Exceptional project management and organizational skills.

### **You Might Be Especially Good at This If You...**

- Build systems naturally. When something is messy, your instinct is to organize it.
- Can manage dozens of moving pieces without making the people you're working with feel like they're part of a machine.
- Are a strong negotiator who can protect the business while maintaining great creator relationships.
- Know when a creator looks great on paper but isn't actually right for the brand.
- Like both the creative **and** commercial sides of creator marketing.
- Don't just report numbers — you want to understand what they're telling you to do differently.
- Are comfortable entering an environment where not everything has a process yet.
- Move independently, flag problems early, and rarely need to be reminded about a deadline.
- Have opinions about the creator and affiliate landscape and can explain the thinking behind them.
- Enjoy being the person who makes a complicated program actually work.

## **What Success Looks Like**

### **First 60 Days**

- Learn the Furniture.com brand, business model, audience, and creator strategy.
- Audit existing creator relationships, contracts, processes, performance, and upcoming commitments.
- Establish core program infrastructure across contracts, payments, documentation, gifting, asset management, and creator tracking.
- Begin assessing affiliate platforms, economics, and potential program models.

## **First 90–120 Days**

- Transition active creator relationships into the in-house program.
- Establish a consistent creator communication and campaign-management cadence.
- Present a recommended affiliate model, technology stack, commission structure, recruitment strategy, and launch plan.
- Establish clear reporting across creator investment and performance.

## **Months 4–6**

- Launch the first phase of the Furniture.com affiliate program.
- Recruit and onboard an initial cohort of affiliate partners.
- Independently operate ongoing creator campaigns and relationships.
- Begin developing repeatable benchmarks for creator and affiliate performance.

## **Months 6–12**

- Operate a scaled influencer program across approximately 40–50 active creator relationships and 150–200+ annual deliverables.
- Grow and optimize the affiliate partner base.
- Establish quarterly creator and affiliate performance reporting.
- Use performance insights to improve partner selection, creative execution, commission strategy, and program ROI.
- Build the systems and playbooks necessary to support the next stage of program growth.

## **Bonus Points**

- Experience in furniture, interiors, home, retail, fashion, beauty, or another highly visual consumer category.
- Genuine interest in interior design and home culture.
- Experience building an affiliate program from zero to launch.
- Experience with high-AOV or considered-purchase affiliate programs.
- Experience with gifting or product-seeding programs involving complex fulfillment.
- Experience building white-label or custom affiliate solutions.
- A strong eye for content and creator quality.
- Experience as a creator yourself or a deep understanding of the creator side of brand partnerships.

## **Compensation**

**Base salary: \$105,000–\$120,000**, depending on experience and qualifications.