

SKILLS HULL & EAST YORKSHIRE

INCORPORATING LMI HUMBER

CAREER OF THE WEEK: Digital Marketer

What does a digital marker do?

A digital marketer promotes brands, products and services using a variety of social media and digital channels. They can work in-house for a company or organisation's marketing department, or for a marketing agency dealing with a variety of external clients.



The day-to-day duties of a digital marketer could include meeting clients or colleagues to discuss marketing campaigns; evaluating which digital channels, such as website, social media, search engine optimisation, email marketing, mobile marketing or pay-per-click campaigns, are best suited for a campaign; creating and managing digital marketing content; using web tracking tools, such as Google Analytics, to monitor the effectiveness of campaigns; using web analytics software to monitor performance and make recommendations for improvement; analysing data and producing reports on costs and return on investment of marketing activities; producing text and graphical content for websites and social media channels, such as Facebook, Twitter and LinkedIn; producing content for email communications, such as newsletters, text and blogs; and identifying and researching new online media opportunities and trends in digital marketing, which may benefit the business or their clients.

What can I expect to earn as a digital marker?

Starting salaries for digital marketers are usually around £18,000 to £23,000 per year, rising to around £30,000 with experience. More senior digital marketers can earn between £40,000 and £60,000 per year, and a head of digital marketing can earn over £70,000.

What subjects should I study to become a digital marker?

Art, business studies, computing, English, media studies, product design, and psychology are all useful subjects which could lead into a career in digital marketing.

How can I start my career as a digital marker?

There are several different routes that you could take into a career in digital marketing. You could join a company's marketing department as an administrator or assistant. This could give you some experience, which would help you to work your way up to becoming a digital marketer. You could study a course at college like Principles of Marketing, Digital Marketing and Analytics, or Digital Production, Design and Development, which could help you to get into a trainee marketing role. You could do an apprenticeship like the marketing assistant advanced apprenticeship, the digital marketer advanced apprenticeship, the marketing executive higher apprenticeship, or the digital marketer degree apprenticeship. You could also study a foundation degree, higher national diploma or degree in a subject like digital marketing, marketing communications, advertising, or business and management. With a degree you could apply to join a company's marketing graduate scheme.

Regardless of which route you follow it would be beneficial for you to develop your own online presence or 'brand' so you can raise your profile with potential employers. To achieve this, you could create a blog, set up your own website, or network with marketing influencers or companies through their social media channels.

You could also gain some valuable work experience and marketing skills by volunteering for a charity or small business and helping them with their social media and communications activity.

To research local education and training opportunities that could lead to a career as a digital marker, visit our partner website www.logonmoveon.co.uk

Useful websites to find out more about a career as a digital marker:

The Chartered Institute of Marketing <https://www.cim.co.uk/>
The Institute of Data & Marketing <https://www.theidm.com/>



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www.skillshullandeastyorkshire.co.uk