

Job title: Digital Marketer



<p>Job title: (Also known as an Online marketing executive, digital marketing executive, internet marketing officer, digital marketing officer)</p>	<p>Digital marketers promote brands, products and services through social media, websites and apps.</p>
<p>Routes and Entry requirements:</p>	<p>University You could do a higher national diploma or degree in:</p> <ul style="list-style-type: none"> • marketing • management • business studies • public relations <p>You could also study a related subject, which would help you get some of the skills that are important for a career in marketing. Subjects include:</p> <ul style="list-style-type: none"> • media • humanities • English literature • English literature and language <p>You'll usually need:</p> <ul style="list-style-type: none"> • between 1 and 3 A levels, or equivalent, for a higher national diploma or degree <p>College You could complete a college qualification to help you get your first job. Qualifications include:</p> <ul style="list-style-type: none"> • Level 2 Certificate in the Principles of Marketing • Level 3 Diploma in Digital Marketing <p>You may need:</p> <ul style="list-style-type: none"> • 2 or more GCSEs at grades 9 to 3 (A* to D), or equivalent, for a level 2 course • 4 or 5 GCSEs at grades 9 to 4 (A* to C), or equivalent, for a level 3 course <p>Apprenticeship You could do a digital marketer advanced or degree apprenticeship, or an advanced or higher apprenticeship in social media and digital marketing.</p> <p>You'll usually need:</p> <ul style="list-style-type: none"> • 5 GCSEs at grades 9 to 4 (A* to C), or equivalent, including English and maths, for an advanced apprenticeship • 4 or 5 GCSEs at grades 9 to 4 (A* to C) and A levels, or equivalent, for a higher or degree apprenticeship <p>Work You could work as a marketing assistant or executive, and then move into a digital marketing role once you've got experience.</p> <p>Volunteering and experience You could get good, basic experience and marketing skills by volunteering for a charity and helping with their social media and events communications.</p> <p>Other routes You can find short courses on digital copywriting, marketing and mobile marketing through the Institute of Data and Marketing. You can study for specialist digital marketing qualifications through The Chartered Institute of Marketing. They offer qualifications from introductory to professional level. You can also get a communications qualification from the Chartered Institute of Public Relations. These qualifications are not essential but they may give you an advantage when applying for jobs. You can also complete qualifications like these while working to help you get ahead in your career.</p>
<p>Skills required:</p>	<p>You'll need:</p> <ul style="list-style-type: none"> • knowledge of English language • analytical thinking skills • to be thorough and pay attention to detail • excellent verbal communication skills • the ability to use your initiative • excellent written communication skills

	<ul style="list-style-type: none"> • the ability to sell products and services • business management skills • to be able to use a computer and the main software packages competently
What you'll do:	<p>As a digital marketer, you'll look after different digital products. Your day-to-day tasks will include:</p> <ul style="list-style-type: none"> • working with clients and other marketing professionals • updating and creating content that is search engine optimised (SEO) • looking at website data to discover ways for improving and tracking the success and failure of campaigns • writing and posting content with images on social media platforms • drafting and publishing content for online campaigns • producing content for e-newsletters and other forms of communication • working with web designers to create images and video content for campaigns
What you'll earn:	£20,000 Starter to £50,000 Experienced
Working hours, patterns and environment:	<ul style="list-style-type: none"> • Typical hours 37 to 39 a week • You could work evenings occasionally • You could work in an office or at a client's business.
Career path and progression:	<p>With experience, you could specialise in a particular type of digital marketing, like mobile or video marketing.</p> <p>You could become a senior digital marketing officer or head of online marketing. You could also work as a freelance digital marketing consultant, or move into related areas like advertising, sales, e-commerce or public relations.</p>