

Digital Job Areas

Affiliate Marketing



What is it?

Affiliate Marketers are responsible for setting up and managing relationships with affiliate websites which are connected to their own main brand.

What's involved?

Key responsibilities include setting up, monitoring and improving existing affiliate relationships, attracting new affiliate clients and testing out new affiliate marketing trends. Affiliate Marketing is one of the most popular online marketing methods in use today and is rapidly becoming one of the major revenue growth contributors for retailers andetailers.

Analytics



What is it?

Analytics executives pull together and interpret large amounts of data, helping a business to plan its digital and online strategy using data, trends and market information.

What's involved?

When it comes to analysing visitor numbers, solving site issues and predicting future trends, Analytics Executives are the ones to call. Key responsibilities include analysing large amounts of data to work out what's gone on in the past and what might go on in the future, suggesting site changes based on historical evidence and complex event processing.

Mobile & Apps Development



What is it?

Mobile and Apps Development is the creation and designing programmes and applications used by consumers on mobile, smartphone or portable computing devices.

What's involved?

Mobile/Apps Developers are the clever people behind our favourite smart phone, tablet and website apps and features. It's their job to develop award-winning apps that can perform across the majority of operating systems. Key responsibilities include designing and developing apps, testing app usability and user experience as well as keeping up to date with the latest mobile technologies.



Digital Job Areas

Buying & Merchandising



What is it?

Also known as procurement, Buying and Merchandising Managers are responsible for sourcing the right products and materials at the right price.

What's involved?

Buying and Merchandising Managers are responsible for sourcing new suppliers, building relationships with product manufacturers and generally getting the 'best price' for products and materials which can then be sold by a business for a healthy profit. Whether it's putting together seasonal product ranges or working with Product and Marketing to create that 'must have' collection, Buying and Merchandising Managers have a big influence on sales and margin for any retail business.



Consulting



What is it?

Consultants are the subject matter experts on a particular topic and offer third party expertise, strategy and advice to help organisations achieve their objectives.

What's involved?

Consultants are the brains behind the operation. They're the strategists who come up with the game plan. A consultant needs to interpret large amounts of data, understand where a business wants to be and then they 'visualise' a solution, creating a detailed and effective strategy for success. Consultants are the 'big guns' that companies bring in to help them achieve their strategic objectives.



Content Management



What is it?

As the title suggests, Content Management is all about getting the right information across in the right way on a website.

What's involved?

Online Content Managers are responsible for making sure that everything that appears on a website (ie. words, videos, images, feeds) is SEO-friendly and fits with the brand and style of the site. Key responsibilities include planning and implementing content strategies, working with designers/developers and managing a team of copywriters to make sure everything is displayed on a website in the best possible way.



Digital Job Areas

Copywriting



What is it?

Copywriting involves creating original, effective and eye-catching written material, (copy) for use in websites and online information channels.

What's involved?

The word wizards of the World Wide Web, copywriters are responsible for creating dynamic, SEO-friendly copy that appeals to an audience and reflects the tone and style of the brand and website in question. Key responsibilities include writing blogs, creating online content and scoping out opportunities to post content elsewhere online.

Customer Relationship Management (CRM)



What is it?

When it comes to CRM (Customer Relationship Managers), they pretty much do what it says on the tin – they manage the relationship with clients and customers.

What's involved?

Key responsibilities include attracting and engaging new customers, nurturing and retaining existing customers and measuring and valuing customer relationships via online content management systems. A CRM isn't a traditional sales role but CRM managers have a direct impact on improving sales performance for companies through a well executed, customer focused strategy.

What is it?

Online/Digital Advertising Executives are responsible for all aspects of paid advertising on the internet.

What's involved?

From videos and banner ads to sponsored promotions and social network advertising, Digital Advertising Executives are the key players in ensuring companies get their brands visible in the online world. Key responsibilities include negotiating annual advertising deals with key websites, keyword research and managing relationships with a range of advertising partners.

Online & Digital Advertising



Digital Job Areas

Gaming



What is it?

Social gaming, online gaming, video gaming, mobile gaming – you name it, games developers and designers get to build it, try it and test it.

What's involved?

The games industry is one of the biggest on the planet and in the online world the popularity of online gaming, social gaming and online betting are off the scale leading to a vast array of jobs within the sector. Typical responsibilities for jobs in this space include building online gaming platforms, developing mobile gaming apps and ensuring games are compatible across a range of platforms and browsers.

Graphic Design



What is it?

As you've probably already guessed, graphic designers and web designers are responsible for making sure websites look ship-shape when it comes to design, style and format.

What's involved?

Key responsibilities include designing logos, mocking up and implementing website designs and ensuring all designs meet user experience requirements. Graphic and Web Designers often have to work with complex design systems and platforms like Adobe Photoshop and Dreamweaver so keeping up to date with the latest technology is crucial. Obviously having a creative and artistic side to your personality is also a must!

Insights



What is it?

Insights is the process of understanding the customer and identifying what makes them want to buy in the online and retail world.

What's involved?

Insights Executives are key members of marketing teams in customer focused businesses. They're responsible for gathering heaps of customer data from marketing research activities and then interpreting it to spot trends and patterns in customer behaviour. Key responsibilities include analysing buying patterns, what time of day people prefer to shop online, what triggers buying behaviour and finding the next 'killer' product. Insights Executives play a crucial role in bringing brands closer to their customers.



Digital Job Areas

Media Planning



What is it?

The planning of media to be used in an advertising campaign matching the target audience with the appropriate media.

What's involved?

Media Planners are the strategists of the advertising world. The client has agreed a budget, the creative guys have designed the campaigns and then it's up to the media planners to decide the 'when and the where' ensuring any advertising campaign gets maximum exposure and the best return on investment (ROI) for the client. A mixture of creative, analytical and negotiation skills are needed in this role.

What is it?

PPC (Pay-Per-Click) Executives are responsible for managing a website's paid search adverts on key platforms like Google AdWords and Yahoo!/MSN AdCentre and driving visitor traffic to a website

What's involved?

Key responsibilities include constructing and implementing advertising campaigns, bidding on keywords and reporting on the effectiveness of planned campaigns. PPC Managers also use a range of campaign monitoring tools and analyse heaps of data to deliver great ad campaigns and results for clients.

What is it?

The discipline of planning, organising, securing and managing resources to bring about the successful completion of a process (project).

What's involved?

From Scrum Masters and PRINCE2 practitioners to Agile Methodology experts, Project Managers are the driving force behind any product development activity. They are the head coach making sure the whole team is doing all the right things in the right order and ensuring everything gets delivered on time and on budget. Project Management tests every skill from multi-tasking and people management to financial budgeting and negotiation. This is the genuine role for the 'all rounder'.



Pay-Per-Click (PPC)



Project Management



Digital Job Areas

Sales & Business Development



What is it?

Born with the 'gift of the gab', Sales and Business Development Executives are responsible for attracting new business and managing client relationships and most importantly generating revenue for their company.

What's involved?

Whether it's phone based, telesales or travelling the length and breadth of the country visiting clients, Sales and Business Development Managers are the 'lifeblood' of any organisation - after all if a company isn't selling and making money, then there is no company! Other responsibilities include spotting gaps in the market, keeping an eye on what the competition is doing and developing business maps and marketing busting sales strategies.

What is it?

Search Engine Marketers are responsible for ensuring a website can be found on all the major search engines.

What's involved?

Key responsibilities include setting up and managing both paid and natural search campaigns, staying up to date with the latest industry trends and using analytics tools to assess the efficiency of a campaign. Search Engine Marketers also usually end up doing a bit of PPC and SEO as part of their role too!

What is it?

A key player in any online business, Search Engine Optimisation experts work hard to ensure websites get the visibility and rankings they deserve in Google, Bing, Yahoo! and co.

What's involved?

Key responsibilities include on-page optimisation, implementing off-page SEO techniques, link-building and developing an effective site structure. SEO practitioners also tend to get involved in creating site content and working closely with Social Media and Marketing professionals.

Search Engine Marketing (SEM)



Search Engine Optimisation (SEO)



Digital Job Areas

Online Marketing



What is it?

Put simply, Online Marketing Executives are responsible for ensuring a brand can be found online.

What's involved?

From e-mail and social media marketing to display and video advertising, online marketing pretty much covers anything that's related to marketing on the internet. Key responsibilities include creating and managing effective Search Engine Optimisation (SEO), Search Engine Marketing (SEM) and Affiliate Marketing strategies.

Social Media



What is it?

Social Media Executives manage a company's social media profile on platforms like Facebook, Twitter and YouTube to ensure their brand message is being delivered.

What's involved?

For the most sociable people in the digital marketing sector key responsibilities include interacting with customers, developing campaigns and testing out new strategies on all social media channels. Today, Social media is perhaps the most effective way in which a brand or company can build a relationship with its customers, from trying out new product ideas to managing customer service enquiries. Needless to say a high degree of creativity and an outgoing personality are a must in this role!

Software & Web Development



What is it?

From building 10,000 page websites to developing super-efficient e-commerce platforms, software and web developers are usually intrinsic to the success of any website.

What's involved?

Key responsibilities include coding the 'back-end' of a website, setting up feeds and keeping up to date with the latest coding and programming languages and techniques. These roles are responsible for keeping the online and web world working. Programming languages can include Java, .Net, HTML, Perl, Ruby on Rails and Python - and there's new languages in development all the time.



Digital Job Areas

Test & Quality Assurance (QA)



What is it?

Test & QA engineers ensure that software or products are rigorously tested and developed in a structured, traceable manner so that they work smoothly and are delivered 'bug-free'

What's involved?

Test and QA Engineers are the quality control guys of the online world – it's their job to make sure all pieces of software are thoroughly tested and quality checked before any launches. Key responsibilities include implementing automated test functions, exploratory testing and managing client relationships.

Front-End Development & User Interface (UI)



What is it?

User Interface (UI) and Front-end Development is focused on the design and development of the front end, (shop window) look and feel of a website or online application.

What's involved?

UI (User Interface) and Front-End Designers and Developers are responsible for developing the best, most eye-catching and appealing 'front-end' look and subsequent functionality of a website. Working closely with User Interface and Usability professionals, UI and Front-End developers are responsible for translating concepts and 'mock-ups' into visually stunning websites and applications. Key responsibilities also include designing and implementing CSS, creating site structure strategies and ensuring a site is cross-platform compatible.

What is it?

User Experience and Usability is focused on developing the easiest and best online experience for customers using a website.

What's involved?

UX & Usability designers and developers are all about the user-experience and the user journey. They're responsible for making sure a website site is easy to use and navigate and particularly for e-commerce sites that there's a clear route to the checkout. Key responsibilities also include ensuring the site design is user-friendly, creating and implementing wireframes and generating story boards to outline proposed customer journeys.



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