

## Digital Marketer

Digital marketers develop strategies and campaigns to promote brands, products and services using a range of social media and digital channels. They work for an in-house marketing department or for a marketing agency dealing with external clients.

### The Work

You could be:

- discussing marketing targets and goals with clients or colleagues
- considering which digital channels, such as social media marketing, search engine optimisation (SEO), email marketing, mobile marketing or pay-per-click (PPC) campaigns are most appropriate
- creating and managing digital marketing campaigns
- using web tracking tools, such as Google Analytics, to monitor the effectiveness of campaigns
- analysing data and producing reports on costs and return on investment (ROI) of marketing activities
- producing text and graphics content for websites and social media channels, such as Facebook, Twitter and LinkedIn
- producing content for e-communications, such as e-newsletters, text (SMS) campaigns and blogs
- managing customer contacts and customer relationship management (CRM) systems
- identifying new trends in digital marketing.

### Pay

The figures below are only a guide. Pay rates vary widely, depending on:

- where you work
- the size of the company or organisation you work for
- the demand for the job.

The starting salary for digital marketers is in the range of £18,000 to £22,000 a year. With experience, this can rise to £30,000 a year and salaries for senior positions can be up to around £45,000 a year, sometimes more.

If you work freelance, your income will vary, depending on the contracts you get.

### Conditions

- You generally work normal office hours from Monday to Friday, but might sometimes have to work weekends or evenings to meet deadlines.
- You might sometimes have to travel to visit clients.
- You might also attend exhibitions and events to network with other professionals.

### Getting In

- Many entrants have a degree or HND in a subject such as advertising, media, communications, marketing

or business.

- For entry to an HND course you normally require 1-2 Highers plus some subjects at National 5. For entry to a degree course you need 4-5 Highers.
- Although not essential, a number of Scottish universities also offer postgraduate qualifications specialising in digital marketing.
- You might get in through a Modern Apprenticeship in Digital Marketing at SCQF Level 6.
- Knowledge and experience of social media platforms is useful.

There are jobs in almost all sectors, including retail, IT, education, the media, central and local government, the marketing and communications industry, and hospitality and tourism. Jobs are advertised in the press and on the internet.

## What Does It Take

You need to have:

- excellent written communication skills for writing content and reports
- strong verbal communication and presentation skills
- creative skills for generating ideas
- a good understanding of social media platforms
- attention to detail
- organisational and project management skills
- excellent IT skills.

You need to be able to:

- analyse and interpret data
- work accurately under pressure and meet tight deadlines
- understand your client's business needs
- work well as part of a team and individually
- keep up to date with new trends and developments.

## Training

- Training can be on the job with part time study.
- If you complete a Modern Apprenticeship, you work towards the Diploma in Digital Marketing at SCQF Level 6.
- You would usually complete other short courses whilst working, for example training in Google Analytics or Facebook Insights, Google AdWords or email marketing tools.
- You can work towards professional qualifications in digital marketing through a number of organisations, including the Chartered Institute of Marketing (CIM) and the Institute of Direct and Digital Marketing (IDM). See the individual websites for details.

## Getting On

- With experience, you can move from an assistant level role up to executive or manager.

- You might specialise in a particular digital marketing channel, such as paid media (which includes PPC, Google AdWords and Facebook ads).
- You could work freelance or do contract work (usually jobs lasting for a few months at a time).

## Contacts

### **Chartered Institute of Marketing (CIM)**

Tel: 01628 427120

Website: [www.cim.co.uk](http://www.cim.co.uk)

Website (2): [www.cim.co.uk/more/get-into-marketing](http://www.cim.co.uk/more/get-into-marketing)

Twitter: @CIM\_Exchange

Facebook: [www.facebook.com/TheCIM](http://www.facebook.com/TheCIM)

### **Institute of Data and Marketing (IDM)**

Tel: 020 8614 0255

Email: [ask@theidm.com](mailto:ask@theidm.com)

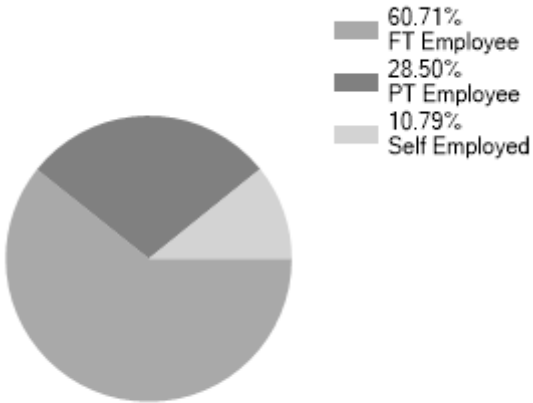
Website: [www.theidm.com](http://www.theidm.com)

Twitter: @theidm

Facebook: [www.facebook.com/theidm](http://www.facebook.com/theidm)

Statistics

Employment Status UK %



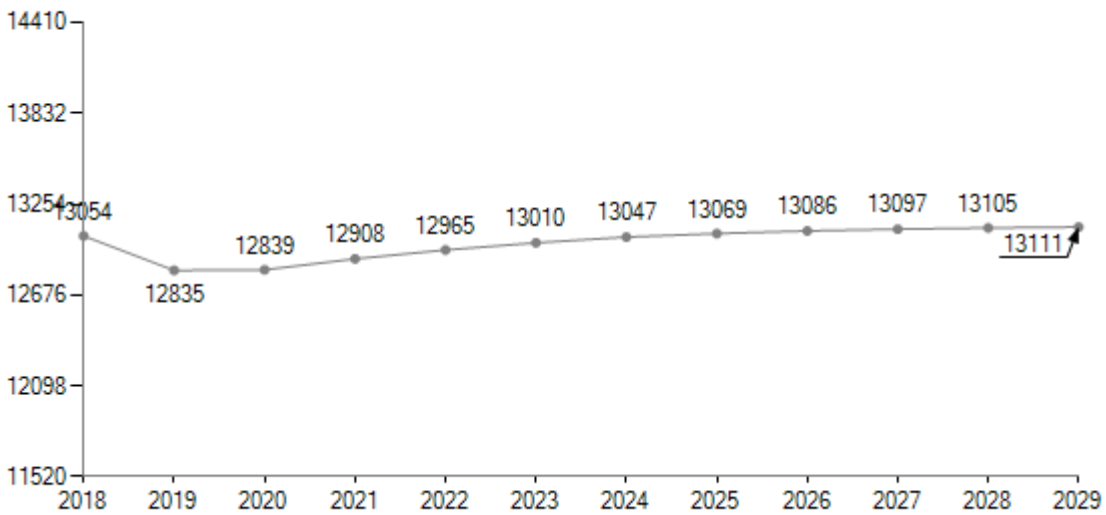
Past Unemployment - Scotland

Date	Unemployed
Dec 2018	0.04%

LMI data powered by [EMSI UK](#)

LMI data powered by [LMI for All](#)

Predicted Employment in Scotland



LMI data powered by [EMSI UK](#)