

# DIGITAL MARKETEEER - IDEAS AND CAMPAIGN TEAM

Are you interested in digital marketing and driven by data, with an understanding of how to reach audiences online? Magpie are looking for a digital strategist to work alongside the Campaign Manager and digital team, generating ideas and delivering meaningful marketing and advertising campaigns.

As part of our Ideas & Campaign team, we'll help you develop expertise in a key area of our business, so you have ownership for developing cutting edge ideas and bold thinking for our work. You'll help plan and deliver exciting digital solutions and you'll engage with audiences in an ambitious and adventurous way to get campaign messages out there!

As well as creative thinking and bold ideas, we're looking for additional skills that will allow you to make a real contribution to projects and work alongside our digital team, such as knowledge of web analytics, an understanding of social media advertising, experience in measuring results and an ability to analyse data for trends and user behaviour and make recommendations.

This is a brilliant opportunity for anyone with an interest in digital marketing, wanting experience of working with an agency on live briefs and high-profile campaigns.

## ESSENTIAL

- Interest in digital marketing
- Understanding of current social platforms and their audiences
- Data-driven and analytical
- Experience of using Google Analytics
- Confident, outgoing and personable – happy to talk to anyone
- Creative and adventurous thinker
- A can-do attitude and desire to meet targets
- Ability to communicate key information
- Confident working as part of a team
- Good written communication

## YOU'LL CATCH OUR ATTENTION IF YOU...

- Display analytical thinking and a desire to get to the bottom of data and analytics to find out what it really tells us and enabling us to turn it into practical applications.
- Have additional skills or creative interests. A budding filmmaker, keen photographer, or part-time blogger?
- Are creative, curious and open minded, keen to develop your creative skills and interests, working in a busy studio environment
- Are you a keen volunteer, a serial society goer, a budding sports star, or start-up owner? We want to hear about your involvement in student life!

£7.38 per hour.

Working hours are flexible but you will need to commit to 8-12 hours a week during term-time, with additional campaign work as required. All work will be agreed in advance to fit around your lectures.

Interested? Visit [wearemagpie.com/pick-me](https://wearemagpie.com/pick-me) to tell us what you'd bring to our Ideas and Campaign Team. Pick option 'Digital Marketeer'.

Applications to be submitted **by 1pm on Monday the 1<sup>st</sup> of October**, and **interviews will take place on Wednesday the 3<sup>rd</sup>, and Thursday the 4<sup>th</sup> October.**

Any questions, please contact [eleanor@wearemagpie.com](mailto:eleanor@wearemagpie.com).