

# Ivybridge Community College

## Career of the Week



### Summer Term

**Job Title: Digital Marketer**

**Salary: £20,000 - £50,000 (experienced)**

**Working Hours: 37-39 hours per week, you may work evenings / weekends for special events.**

### How Can I Get There? / Routes of Entry:

- University
- Sixth Forms and local Colleges
- Apprenticeship

### Local Providers:

- Ivybridge Community College and other local Sixth Forms
- City College, Plymouth / Exeter College
- University of Exeter / University of Falmouth / University of Plymouth

### Skills Required:

- The ability to organize and promote events
- Excellent communication and networking skills
  - you may need to write content for online campaigns
- To be thorough and pay attention to detail - you may need to analyse data and trends
- Knowledge of media production and communication
- To be able to use a computer and the main software packages confidently
- Keep up to date with marketing trends and sector activity

### Employers:

- GLS Media
- JDR Group
- Priority Pixels

### Progression:

With experience, you could become an Online Marketing Manager or a Marketing Director. You could become a Marketing Consultant and work on a freelance basis for a variety of different organisations.