

WHAT TO LOOK FOR IN A DIGITAL MARKETER

PERSONAL PROFILE

- Passionate about the marketing industry
- Evolving their knowledge
- Hardworking & committed
- Enthusiastic regarding challenges
- Adapts well to change
- Self motivated & independent learner
- Enjoys problem solving

QUALIFICATIONS / CERTIFICATIONS

- Google Analytics certified
- AdWords certified
- Hootsuite certified
- CIM
- Relevant degree - (not essential)



PREVIOUS EXPERIENCE

- Marketing / PR
- Advertising
- Content Writing
- Graphic / Web Design
- Coding

TRANSFERABLE SKILLS

- Previous roles with strong communication – both written & verbal
- Strategy development including metric setting & analysis
- Strong use of analytical skills
- Customer relationship management
- Understanding of user experience & customer journey
- Examples of dealing with changes in a business / industry
- Ability to work to deadlines
- Commitment to projects

CORE SKILLS

- Good spelling / grammar – especially if reports are being created
- Detailed analysis of businesses & industries
- Understanding of Google Products such as GA / Keyword tool
- Examples of working with campaigns – either digital or print
- Active on Social Media – review how these are being used
- HTML / CSS / Magento / Wordpress knowledge

WHAT TO LOOK OUT FOR

- Discussing outdated marketing techniques
- Poor knowledge of different marketing avenues – SEO / PPC / Social / Content
- Focussing on one particular area of digital marketing
- Unable to prove results from previous campaigns
- Inactive on social channels
- Unable to convey the importance of a holistic digital marketing strategy