

*This leaflet looks at careers in digital marketing, a field that has expanded greatly in recent years. Jobs in this area require a mixture of creative and technical skills. There are opportunities in a range of roles at different levels, with Apprenticeships, and higher education and other courses to get you started.*

## What is digital marketing?

Digital marketing is an increasingly important and rapidly developing area of marketing, but the principles and aims are the same as for all types of marketing. To gain an understanding of marketing in general, read this leaflet alongside [Marketing: an overview](#).

Digital marketing is concerned with marketing an organisation and its goods or services online, through:

- their website/s
- forums and blogs
- emails and e-newsletters
- social media accounts (Twitter, Facebook, LinkedIn, Instagram etc)
- video-sharing channels - e.g. YouTube
- apps and SMS (texts) on mobiles and other devices (known as mobile marketing)
- pay-per-click (PPC) campaigns - companies who advertise on a website pay a sum to the host website when a user clicks on the ad
- search engine optimisation (SEO) - increasing the number of visitors to the organisation's website by improving its search engine rankings
- the use of affiliates (i.e. businesses that sell their products via an organisation's website).

Data analytics are used to measure the success of digital marketing campaigns or to conduct and evaluate market research; for information on the latter, see the leaflet on [Market research](#).

## Opportunities

There are job opportunities in marketing agencies and also within in-house marketing teams in all types of organisations. New entrants often gain experience in a number of areas before specialising in one or two. Large employers are more likely to offer opportunities to specialise.

The work of a digital marketing team will vary, but is likely to include:

- liaising with clients and/or colleagues to establish a digital marketing campaign brief
- agreeing strategies for content marketing (i.e. the creation and sharing of online material to generate interest in goods and services)
- planning digital marketing campaigns, briefing professionals involved and overseeing delivery
- managing e-communications, such as e-newsletters and social media
- writing copy and sourcing images for the organisation's website, email and social media campaigns, blogs etc
- researching new online marketing opportunities
- evaluating the success of digital marketing activities by using web analytics software, and presenting findings to clients or colleagues.

Jobs in digital marketing vary widely and roles can evolve. Many different job titles are used and even jobs with the same title can differ from one employer to another. As a guide:

- entry-level titles include: digital marketing assistant, digital marketing coordinator, digital communications assistant or digital marketing officer
- those working at more senior levels may be known as: digital marketing manager, digital marketing account manager, digital marketer, digital marketing campaign manager or digital marketing lead
- those who focus on particular aspects of digital marketing may, depending on their area of work, be called, for example: social media executive/manager, digital copywriter, content coordinator/writer, mobile marketing manager, digital marketing analyst, email campaign/marketing manager, SEO specialist or PPC analyst.

Search online for job vacancies to get an idea of the opportunities in the areas of work that interest you.

## What it takes

To be successful in digital marketing you need a range of skills and aptitudes, including:

- technical skills and the ability to keep up with technological developments and trends
- creativity
- problem-solving skills

- research and analytical skills
- enthusiasm and a flexible attitude
- excellent written communication skills
- the ability to work well in a team
- organisational skills.

## Getting into digital marketing

There's no one route into digital marketing. Some people have a background in general marketing or in computing, for instance. Others start in an assistant-level role and work their way up. Some large employers run graduate training schemes.

### *Courses, training and qualifications*

Most employers expect new entrants who are aiming at management-level positions to hold a higher education qualification. Entry to a degree course requires A levels or equivalent qualifications. **Check higher education course entry requirements carefully with individual institutions and on [www.ucas.com](http://www.ucas.com).**

There are **specialist degree courses** in digital marketing, digital and social media marketing, digital marketing management and related titles. Some courses allow you to study digital marketing alongside related subjects such as business, advertising or data analytics, for example. However, graduates with good degrees in any subject may be able to find a trainee post. If you are considering higher education, find out as much as possible about course content, as the emphasis can vary considerably. Also check that the course has strong links with industry and ask how successful past students have been in finding relevant employment.

Full- and part-time **postgraduate courses** in digital marketing are available for those who want to specialise after gaining a degree in a related or unrelated subject (check entry requirements for individual programmes).

Entrants with lower-level qualifications such as GCSEs at grades 9-4/A\*-C, A levels or equivalent, may be able to start work in an assistant-level role. The BTEC Level 3 National Diploma and Extended Diploma in marketing include digital marketing.

**Apprenticeships** can provide structured training in the workplace. In England, it's possible to train through either a level 3 Apprenticeship or a Degree Apprenticeship for digital marketers, or a level 3 Apprenticeship for junior content producers. In Wales, there are Apprenticeships at levels 3 and 4 in social media and digital marketing and in digital content management. For information on Apprenticeships, see:

[www.apprenticeships.gov.uk](http://www.apprenticeships.gov.uk)  
[www.careerswales.gov.wales](http://www.careerswales.gov.wales)

Once in employment you will receive on-the-job training, and may go on short courses to learn about the digital marketing tools used by your organisation. You can gain relevant qualifications through **part-time study**. Certain qualifications, such as the Level 3 Foundation Certificate in professional digital marketing or Level 4 Diploma in digital marketing, can be achieved mainly through **workplace assessment**.

**IDM (Institute of Data & Marketing)** offers relevant qualifications, including:

- Marketing Awards (ranging from levels 4-7) in subjects such as content marketing, email marketing and customer data strategy; some are suitable for those new to digital marketing whereas others are for those who want to train in specific roles
- Professional Marketing Certificates (level 5) in digital copywriting and social media
- Professional Marketing Diploma (degree level) aimed at those with at least 18 months' experience
- Postgraduate Marketing Diploma (masters degree level) for experienced senior professionals.

**The Chartered Institute of Marketing (CIM)** offers the following relevant qualifications:

- Level 3 Foundation Certificate in Professional Digital Marketing - for those who want to gain a basic knowledge of digital marketing
- Level 4 Certificate in Professional Digital Marketing - for those with around one year's experience in marketing or a relevant level 3 qualification
- Level 6 Diploma in Professional Digital Marketing - suitable for those with two years' or more marketing experience or a relevant level 4 qualification.

See the IDM and CIM websites, listed under Further Information, for more details on the above qualifications, including entry requirements, accredited centres, study methods etc. In some cases it's possible to take individual units or modules and receive accreditation for these.

### *Make yourself employable*

Although skill shortages have been reported in the more technical aspects of digital marketing, there can be a lot of competition for entry-level jobs. Employers will expect you to demonstrate your enthusiasm for, and understanding of, digital marketing. Take any opportunity available to gain **work experience**, such as through an internship or a sandwich course.

Other ways to gain experience include developing your own blog or website, and **volunteering** to undertake social media marketing for a cause or charity. Make sure that your own social media profiles are up to date and look professional.

## Prospects and pay

Prospects are good for those with the right skills. With experience, it's possible to move into more responsible positions or specialise in certain aspects of the work. Freelance and consultancy work is common, and there may be opportunities to work overseas.

Incomes vary depending on the employer and exact job role. Graduate trainees and assistants generally earn around £19-25,000. With experience, salaries can reach £40,000, while those in more senior positions can earn more.

## Further Information

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**IDM (Institute of Data & Marketing)** - part of the **DMA (Data & Marketing Association)**. For details on IDM training and qualifications, view:

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

For information on events where you can gain an insight into careers in digital marketing, the DMA mentoring scheme, and accredited universities offering the IDM Certificate in Digital and Data Driven Marketing, see:

[www.dma.org.uk/talent](http://www.dma.org.uk/talent)

**The Chartered Institute of Marketing (CIM)** - for information on CIM qualifications, training, Chartered status etc, see:

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

For careers information, view: [www.cim.co.uk/qualifications/get-into-marketing](http://www.cim.co.uk/qualifications/get-into-marketing)

You can search for jobs in marketing, at: [www.jobs.cim.co.uk](http://www.jobs.cim.co.uk) (registration required)

For careers advice, webinars, features and news on marketing and so on, have a look at: <https://cim.co.uk/content-hub>

Other websites useful for job search include:

- <https://uk.digitalmarketingjobs.com>
- <https://jobs.marketingweek.com/jobs/digital>

## Related Leaflets

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D 01 Digital careers - an introduction to the work and training

D 03 Web and app design

D 04 Work in multimedia and interactive media

O 01 Advertising

O 05 Market research

O 06 Marketing: an overview

O 07 Public relations

PB 02 Writing for a living

TC 03 Statistics and data science

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