

Advertising Trainee Job description

Description of your role at Crafted

Classified as confidential

Department Paid Advertising
Reporting to Head of Advertising

Job Description.

Summary of the main objectives of the job.

Support the advertising team with daily tasks to deliver successful campaigns for clients across all the advertising platforms, including Google Ads, Microsoft Ads and Facebook. Optimise the performance of accounts with the support and guidance of the wider team.

Position in the organisation.

The Advertising team is split into two groups who report into the Head of Advertising, this role will sit within one of these groups, which is made up of Advertising Executives, Advertising Consultants, Senior Advertising Strategists, and Principal Advertising Strategists. This team also work closely with other Search Departments and Client Services.

Key responsibilities and tasks.

Examples of key accountabilities of the role.

- Help to deliver day to day campaign management for small to large accounts and projects
- Support the advertising department's workflow
- Help to analyse trends and find insights and actions in the large amounts of data at our disposal
- Support the account management function with client reporting, statistics and opportunities to improve offering to clients
- Take part in training on advertising platform use and supporting skillsets. Study for industry qualifications such as Google Ads certification
- Work as part of a team or on your own taking responsibility for projects throughout their lifecycle
- Taking on board input from the wider team
- Support with preparation of client communications such as meeting preparation and report creation with the support and guidance of experienced members of the team
- To positively contribute to the successful operation and direction of client accounts and communicate with both internal and external stakeholders

Experiences and competencies.

Details of knowledge, skills, and experience required of the role.

Essential

- Confident communicator both verbal and written
- Creative thinking when faced with a problem to identify the issues and suggest actions
- Good time management with an ability to work under pressure
- Fantastic attention to detail with a thirst for knowledge

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— Desire to work in digital advertising

Desirable

- Proficiency in Excel to the level of functions, formulas and tables
- Comfortable with simple data analysis
- Understanding of marketing online, and the interplay between various disciplines
- Some familiarity with online advertising channels from display to social, as well as major search platforms

Behaviours.

You will have an enthusiasm for learning that will drive your knowledge of digital paid advertising, you will be curious and ask why. You will take pride in your work and be diligent, paying attention to the details. We expect you to be proactive about supporting the wider team, asking for work when you know others are busy and not afraid to take responsibility. We need to you be reliable, you will be part of the team delivering to our clients.

Crafted's values.

Our values are more than just words on an office wall. They provide direction for your decision making, how to conduct yourself, and how you can have a positive impact on the business.

Go Deliver.

Expertise and quality in all we do
Commitment to keeping our promises
Taking ownership and finding solutions

How to apply it:

You take pride in delivering quality work. You know that it's better to show, not tell, and you'll confidently share your knowledge and expertise in a way that helps those you work with. You're committed to the task and can be counted on to keep your promises.

Go Together.

Being dependable and considerate
Flexibility and willingness to support each other
Being respectful of others
People first culture

How to apply it:

You appreciate, and encourage sharing of, other people's views, ideas, and opinions. If you see a person struggling, you're finding ways to support them. Equally, if you're having a tough time, you seek support. You know that the whole is greater than the sum of all our parts.

Go Beyond.

Impact outside of our four walls
Exceeding expectations
Striving for better

How to apply it:

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You're motivated to discover, learn, and adopt new things. You're not afraid to challenge assumptions and look at the bigger picture. You bring enthusiasm to your day-to-day and it helps you to outperform expectations. You have a positive impact outside of your specific responsibilities.

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Declaration.

This job description is not exhaustive but is provided to assist the post-holder to know what their main duties are. It may be amended from time to time without changes to levels of responsibility appropriate to the grade of the post and in discussion with the post-holder. Crafted is an equal opportunities employer.

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Signed for and on behalf of Crafted Media Ltd

By:

Date:

X

Signed for and on behalf of the employee

By:

Date: