

Digital Media Strategy Executive

London, England, United Kingdom (Hybrid Working)
[£26,000/yr - £30,000/yr](#) · Full-Time · Entry level

About the job

Digital Media Strategy Executive:

Are you ready to launch your career in digital marketing? Look no further than The Brainlabs Academy - a unique opportunity that will provide you with cutting-edge industry expertise, continuous learning, and life-changing experiences. And the best bit? It's based in the wonderful city of Buenos Aires (...yes, you read that right, Argentina!)

The Academy has been designed to give you a solid foundation in all things digital marketing and data to help fast-track your career into the world of strategy and planning. Great strategy is about making the right choices; those right choices in Brainlabs are driven largely by data - it is the foundation of our digital media strategy and planning approach. We build data informed digital marketing and media plans to deliver growth to our clients through defining and meeting brand and performance marketing KPIs.

Our media planning and strategy team does this by combining analytical skills with a comprehensive toolset in order to identify growth opportunities for brands in culture, with audiences, in communications and through new or optimised brand experiences. Our job is to take a holistic view of client KPIs and the media landscape and action valuable data insights that make our wider media and marketing work more effectively for clients.

What you'll do

A Digital Media Strategy Executive helps to shape and execute effective media campaigns against client marketing KPIs. Your goal will be to optimise media marketing campaigns to increase brand awareness and help achieve business goals.

Your job will be to identify and reach target audiences, as well as evaluate campaign success. To succeed in this role, you should be a skilled communicator and decision-maker who can collaborate well with various teams. Knowledge of market research and a willingness to follow media trends are essential.

Job Responsibilities

- Collect and analyse market data
- Identify target audiences and understand their behaviour and habits
- Determine the best media outlet mix for our campaigns
- Optimise ad campaigns according to geographic exposure, frequency, time spans and more
- Allocate budgets and monitor costs
- Follow media trends of online (and offline outlets) (TV shows, magazines, blogs, radio programs)
- Evaluate the success of media strategies and campaigns

What are we looking for?

We're looking for people who love working with data; pulling it apart, using it to find solutions and making recommendations. You'll love working with numbers and be a natural problem solver. Maybe you've recently completed your studies in a STEM discipline, or maybe you're just passionate about the world of data & tech.

Whatever your path to this point, all we ask is that applicants are engaged, collaborative, hungry to learn about the world of Digital Marketing.

What do you get in return?

- The opportunity to relocate to the incredible Buenos Aires, Argentina (travel & accommodation provided)
- Unparalleled training opportunities to kick start your career and beyond
- Health insurance
- Breakfast & lunch on office days
- Local and virtual support to support your needs
- Chance to work in a dynamic and multicultural environment
- Unforgettable cultural experience, with the opportunity to live and work abroad and broaden your horizons
- Pastoral support from a network of Brainlabbers (both virtual and in person)
- Cultural awareness and mental health training

Is Brainlabs right for you?

We're famed for our world-class company culture. We cultivate an environment where everyone is excited to come to work. You will be surrounded by intelligent and hardworking colleagues. Sounds too good to be true?

Brainlabs is proud to be an equal opportunity workplace: we are committed to equal opportunity for all applicants and employees regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships. If you have a disability or special need that requires accommodation during the application process, please let us know when speaking with a member of the Recruitment Team.

Benefits found in job post

- Medical insurance