

**Job Title:** Junior Digital Marketing Executive

**Location:** ICS, Henley Ipswich

**Salary:** Competitive

**Job Type:** Full-Time, with structured learning via college

### **About ICS**

ICS is a forward-thinking and growing IT company committed to delivering impactful digital marketing support to their clients. We are looking for a motivated and ambitious Junior Digital Marketing Executive to join our team. This is an exciting opportunity for someone eager to develop their skills in website management, PPC, SEO and social media marketing through hands-on experience and dedicated learning via college.

### **Role Overview**

As a Junior Digital Marketing Executive, you'll play a key role in supporting our digital marketing efforts while receiving structured training both on the job and through an external college programme. This role is ideal for someone looking to build a career in digital marketing while earning and learning simultaneously.

### **Key Responsibilities**

- Assist in maintaining and updating company websites, ensuring content is engaging and SEO-optimised.
- Support the setup, management, and performance tracking of PPC campaigns (Google Ads, social media ads, google analytics).
- Help plan, create, and schedule content across social media platforms.
- Analyse website traffic, campaign performance, and social media engagement using analytics tools.
- Conduct research on market trends and competitor activity to support strategy development.
- Apply learning from college coursework to real-world projects within the company.

### **What We're Looking For**

- A strong interest in digital marketing with a willingness to learn.
- No prior experience required—just enthusiasm and a proactive mindset.
- Strong written and verbal communication skills.

- A basic understanding of social media, websites, or online advertising is beneficial but not essential.
- A keen eye for detail and interest in the digital platforms.
- Good organisational skills.
- A desire to develop new skills through structured training and practical experience.

### **What We Offer**

- On-the-job training with guidance from experienced marketing professionals.
- Support to complete a college-based digital marketing qualification.
- A structured career development path within a growing company.
- Hands-on experience working on live marketing campaigns and digital projects.
- A supportive and collaborative team environment.

If you're ready to kick-start your digital marketing career with a mix of learning and real-world experience, we'd love to hear from you!

### **How to Apply:**

Send your CV and a short cover letter explaining why you're interested in this role to [contact email].