Employers Digital Skills Profile

Clicky Media Digital Marketing Agency

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Company
Clicky Media

Company size
50

Founded
2007

Where is the company based
Across the UK

Examples of typical graduate roles

Assistant roles in a specific service area of digital marketing:
Search engine optimisation
Paid Ads
Paid social
Digital PR

Essential Digital Skills We Value

Digital Learning
Proactive engagement in learning new software. For example, taking Google exams for entry level digital skills and exams in Google analytics or paid search software

Digital Identity
Proficiency with LinkedIn and using it to engage with and communicate with the wider industry.

Digital Creation
Experience in setting up a website.

What does a day in the life look like for one of your assistant roles?

"It would depend on the department but the general structure of one of our assistant roles is you would have work briefed to you from the wider team and then support the senior team with the work for clients. So, it could be anything from pulling research from different platforms, to helping with a presentation for client strategy."

What are the personal attributes do you look for in a new employee?

"A bit of drive and tenacity, someone who wants to come into the business and drive change and then will deliver on those goals. Having commercial awareness is great but really someone who knows what they want and has the drive to achieve it is what we look for."

How important is social media use in marketing?

"LinkedIn is such a big thing in our sector so being able to use it, that is really useful. We have a paid social media team so although we don't do anything organically, having knowledge of certain platforms like Meta and TikTok and how people use those can be really useful from a client delivery perspective."

Are there any common digital skills weaknesses in graduates?

"Literacy with excel and getting up to speed with the specific platforms mostly. Graduates tend to either not be able to pick up new systems at speed or there are those that are really literate with the platforms, but they want to do everything too fast, and they end up cutting corners, so it is about finding a balance between the two really."

Clicky Media Website