



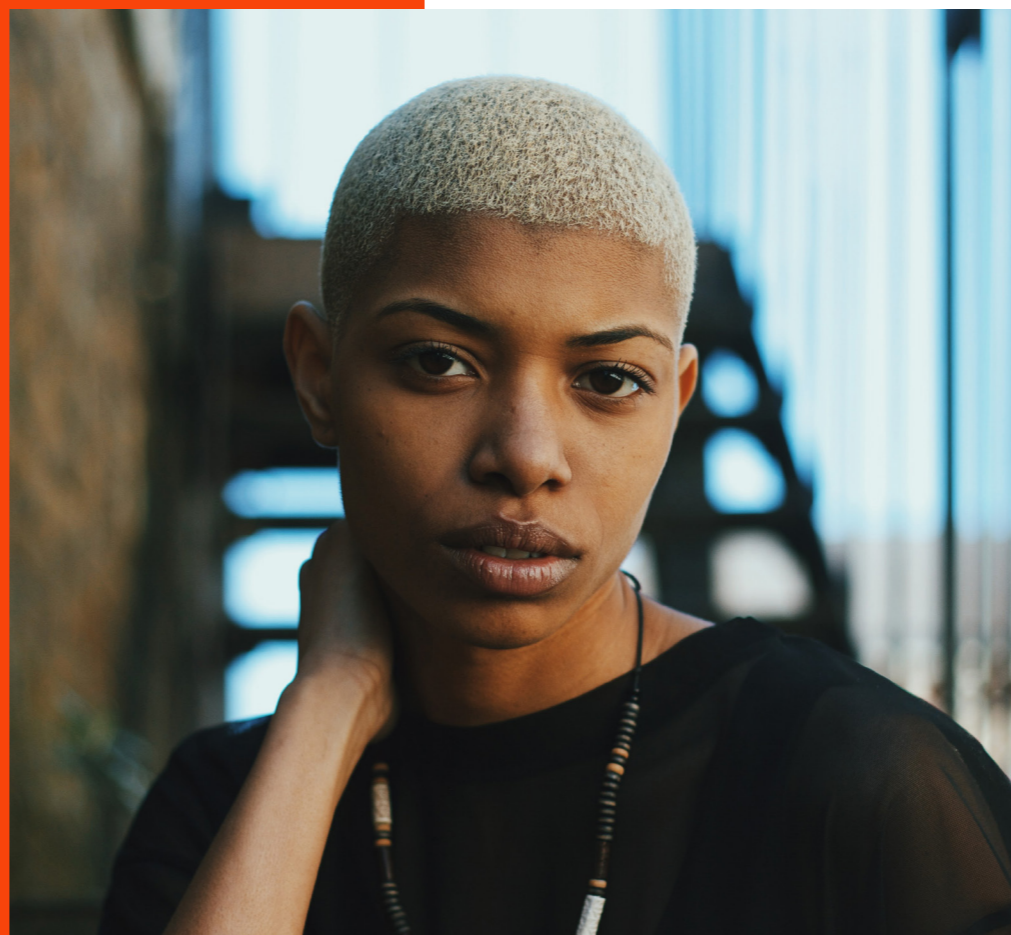
GET INTO DIGITAL

Between the acronyms, lengthy job titles and complex structures, getting into digital advertising can feel like a bit of a maze. This is why we've created our 'Get into Digital' campaign; providing

top tips for CVs, expert views on how to hone your skills and a great guide of places to work. So if you want to be part of a creative, innovative and fast-growing industry, start here.

**GET
INTO
DIGITAL**

“Digital is constantly evolving and growing, so there’s always something new to learn. From a talent perspective, I love how the range of opportunities gives people of all backgrounds a chance to work in the field.”
Gabriella Soares, Associate Recruiter, Xandr



“I’ve always loved working in digital because of the lightning-fast speed at which things can change; it’s exhilarating and it encourages us to always look forward and embrace the new.”
Ollie Bishop,
CEO & Founder, TIPi Group

**“LOOK FOR SOMETHING
THAT GIVES YOU
#MONDAYMOTIVATION”**

FRANCIS STONE, DIRECTOR, EMEA, BPAW

“Working with colleagues across the business allows me to learn something new about digital every day. Greeting candidates and seeing their passion, both for the industry and for working at Xandr, is also exciting.”
Dianka Bohuslaw,
Senior People Operations Coordinator, Xandr

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WHAT TYPE OF COMPANY SHOULD I WORK FOR?

The digital advertising industry can be confusing at the best of times. We all know that brands make ads that we see and hear as we go about our daily lives, but what a lot of people are surprised to learn is that there are many different companies involved in creating a single ad campaign. This infographic seeks to show you how these different companies work together so you can get a clear picture of the different types of businesses out there – and perhaps even which area you might like to work in!

ADVERTISER

Advertisers are brands that use advertising to promote their products (for example Coca-Cola, Nike and TSB). Advertisers work with media agencies to buy advertising space from publishers and to spread their messages to relevant people. They work with creative agencies to create the ads.

CREATIVE AGENCY

Creative agencies create advertising campaigns for the Coca-Cola, Nike and TSBs of this world to help raise awareness of their products, for example Nike's Nothing Beats a Londoner ad.

ADVERTISING TECHNOLOGY COMPANY

Have you ever seen an ad that knows what you've just been looking at? That's because there is a lot more to an advert than meets the eye. Data and technology is used to make sure the right ads are shown to the right people. 'Advertising technology' are the companies behind the scenes making this possible.

MEDIA AGENCY

Media agencies give advice to advertisers and connect them with publishers. They make recommendations and help plan where to place adverts online. Traditionally advertising would only be on TV, radio and newspapers, but with digital they can now place ads where people are searching online, on social media and publisher websites.

PUBLISHER

A publisher creates content for people to read and watch on the internet, such as BuzzFeed, The Guardian and MailOnline. Publisher content is often free because they host relevant advertising on their websites. This advertising pays for the free content that we enjoy.

HOW I GOT THE JOB



CALUM
ACCOUNT MANAGER
AT UNRULY

My name is Calum, I'm from Bristol and am 23 years old. I graduated from The University of Manchester in July 2018 with a degree in Business Management. I've been working at Unruly as an Account Manager since November 2018.

WHAT DO YOU DO NOW AND HOW DID YOU GET THE JOB?

I am an Account Manager at Unruly which is a video technology advertising company. My role at the company involves being in close communication with clients to ensure that we have all the information we need to run a video advertising campaign for them.

In addition to the client facing side of my job, I'm also required to communicate the clients' needs and requirements to various internal departments. This communication happens through a mixture of emails, phone calls and face-to-face meetings.

WHAT DOES A TYPICAL WORK DAY LOOK LIKE FOR YOU?

I arrive at work at around 8.30am and check through the advertising campaigns that I currently have live to ensure that they are all running smoothly. I then filter through my emails and respond to any urgent requests from clients.

Midway through the day we often have a meeting or catch up with the team so that we can update each other on any concerns about campaign performance. We then bounce ideas off each other to try and come to a solution.

The afternoon often involves reporting on the performance of campaigns so that clients have a good understanding of how their advertisement is performing. If we spot any problems we then troubleshoot what may be wrong and communicate the problem and solution to the client. That probably takes me up to the end of the day at 5pm.

HOW DID YOU MAKE YOURSELF STAND OUT WHEN YOU APPLIED FOR YOUR JOB?

I made sure I had a good background knowledge of the products and service that Unruly offer so I could talk about successful campaigns that Unruly have run for clients. I had also carried out a piece of relevant research while at university that I then presented to the team.

WHAT'S THE BEST OR MOST INTERESTING THING ABOUT YOUR JOB?

I would say the most interesting part of the job is gaining a better understanding of how technology is affecting the advertising industry – advertising used to follow a blanket approach in which the same content would be seen by the masses. We can now tailor targeting strategies to ensure that the right audience are seeing videos, which increases people's engagement with an ad.

WHAT ADVICE WOULD YOU GIVE YOURSELF NOW WHEN APPLYING FOR YOUR JOB?

I would have liked to have become more computer literate while in education. Every job these days is so heavily reliant on computers and being able to work with different software. Having a good understanding of Excel is vital but I would encourage anyone to try and learn basic computer coding. This is something that will give you a real headstart when applying for jobs in the ad tech industry.

WHAT MADE YOU WANT TO WORK IN ONLINE ADVERTISING?

Advertising has some really exciting technology behind it and is evolving really fast. One of the most interesting things that drew me in was the psychological component of digital advertising and how certain people engage differently depending on the emotional sentiment. The emotional message can be measured and can help inform content creation, which I find really cool. Advertising also has a youthful, fun and relaxed culture that creates a fun environment to work in.

WHAT DO YOU DO NOW AND HOW DID YOU GET THE JOB?

I am currently working at MediaCom as a Paid Social Media Executive. To get the job, I joined the apprenticeship scheme MediaCom offer; while learning on the job, I was also able to secure a National Vocational Qualification (NVQ) in marketing with Outsource Training.

WHAT DOES A TYPICAL WORK DAY LOOK LIKE FOR YOU?

A typical work day for me includes assisting the team with admin tasks such as reporting, as well as working on my own set of clients. I spend a lot of time in Facebook Business Manager, Snapchat, Twitter and Pinterest ensuring that:

- Campaigns are delivering as expected
- No campaigns are going to overspend
- Ads are set up correctly and directing to the correct website/landing pages

HOW DID YOU MAKE YOURSELF STAND OUT WHEN YOU APPLIED FOR YOUR JOB?

On the initial apprenticeship day we were observed in groups, so in order to make myself stand out I had to make sure that I had an input in every group discussion and idea, giving my opinion to show that I was able to contribute to a team.

We were then interviewed by multiple directors in the business from different departments. When asked for examples of when I had demonstrated different qualities, I made sure that these related to things outside of a work environment as well as inside, to give a varied view of my overall abilities.

WHAT'S THE BEST OR MOST INTERESTING THING ABOUT YOUR JOB?

With Social, the platforms are changing frequently so each time new features are released or updated it's always interesting to see how it will impact the campaigns that we plan and run. Additionally, we get to meet with people that work at Facebook,

Snapchat and Twitter, but also people that work at publishers such as the LADBible; seeing how each platform/publisher uses advertising differently is always interesting.

WHAT THINGS HAVE YOU HELPED YOU THE MOST IN YOUR JOB?

The main thing that has helped me in my job is understanding the basics of Microsoft Office apps such as Outlook (email), Excel, Word etc. as these are part of my everyday tasks.

Being a young person, I can naturally use most of the main social media platforms such as Facebook, Instagram, Twitter and Snapchat. Having the basic knowledge of these platforms really helped when working on and setting up campaigns because you can see how ads should look if you were to scroll past them in the newsfeed.

WHAT ADVICE WOULD YOU GIVE YOURSELF NOW WHEN APPLYING FOR YOUR JOB?

The main piece of advice would be to be confident, which can be hard for a young person when coming into a large corporate company. Also, when looking for a job in Social, try and stay up-to-date with news and changes in the industry so that you're aware of each platform's updates or new features. As mentioned before, they can change frequently.

WHAT MADE YOU WANT TO WORK IN ONLINE ADVERTISING?

After leaving college I knew that I didn't want to attend university and wanted to take an apprenticeship route. I came across the MediaCom apprenticeship day on a job site and my career started from there.

While on the apprenticeship scheme, the plan was to rotate around different departments in the business; I was put in Paid Social for my first six months and fell in love with the role, so remained in the team and finished my one year apprenticeship in the department. I then became an assistant and I recently got promoted to an executive!

HOW I GOT THE JOB



GEORGIA PAID SOCIAL EXECUTIVE AT MEDIACOM MANCHESTER

Georgia is a Paid Social Media Executive working at MediaCom in Manchester. She started her career as an apprentice aged 18 and swiftly developed a love of all things social media, becoming an integral part of the investment team. Working across a varied portfolio of clients, Georgia is able to flex her creativity, delivering award-winning campaigns for Missguided and New Balance.

GET INTO DIGITAL

“I wanted to work in digital because there are so many opportunities to solve problems using creative and analytical skills in a fast paced, evolving industry.”

Anne Coghlan, Senior Product Line Manager, Xandr

“It took me a long time to work out what I wanted to be when I was growing up. I fell into the world of affiliate marketing and have been here ever since. There are so many career opportunities, from B2B marketing to working in an agency to working client side. There’s something for everyone!”

Sophie Parry-Billings, Senior Marketing Manager, EMEA, Acceleration Partners

“The steady development of new technologies means there are always new opportunities to learn! The open nature of the industry encourages you to contribute and allows you to make a real impact on products and processes.”

Paula Bacariza Perez,
Director, Business Development, Xandr

“I HAVE A JOB THAT I LOVE
AND I CAN’T WAIT TO SEE
WHERE IT WILL TAKE ME!”

LISA PORTMAN, HEAD OF MARKETING, QDOT



TIPS FROM THE TOP



DALE LOVELL UK MANAGING DIRECTOR AND CO-FOUNDER, ADYOU LIKE

I'm originally from the hills of West Wales (not many digital roles there, particularly in the 1990s!). I started my career in digital directly after graduating from university with a History degree. I began work as a web journalist – writing articles for websites – before graduating to become an editor and subsequently a publisher; running the editorial, PR, marketing and advertising. A few years after that I started working for myself, specialising in content marketing, before that evolved into native advertising. The work I've done and do has evolved alongside the trajectory of digital itself in the last 18+ years. None of these things would have come to me without the open, entrepreneurial spirit of digital, which I loved from the very start and continue to love.

1 EMBRACE CHANGE

Digital is an industry where change is constant. What is new today will be standard practice very quickly – to succeed you have to embrace these changes and see them as an opportunity.

2 LEARN THE LINGO

From CPMs to CPCs, CTRs to MPUs, digital is an industry built on acronyms. Learn them. And if you hear an acronym you haven't heard before – ask what it means. IAB UK's [jargon buster](#) is a great place to start!

3 DON'T BE AFRAID TO ASK THE OBVIOUS

The digital industry is very good at marketing itself. Every product, format or business is revolutionary at first glance – and lots of businesses do a great job making everything they do sound super complicated. Don't be afraid to ask what you might think are obvious questions – the vast majority of the time you will not be the only person in the room thinking the same thing.



**EMMA NEWMAN,
CHIEF REVENUE OFFICER,
PUBMATIC**

My first 'digital' role was at MSN, in the newly formed trade marketing team. It was a great place to learn about digital advertising but also about all the marketing disciplines. As a Business to Business (B2B) marketer I worked very closely with sales and ended up moving into a 'sales excellence' role (sort of a chief of staff) for the General Manager of sales in Europe, Middle East, and Africa (EMEA). This gave me insight into how sales worked, but it also led me in a different direction – into the world of business operations. When I moved from MSN to AOL, I was in an operations role for a while before returning to marketing – running AOL's marketing team. From there I joined Clear Channel as Director of Marketing, helping them transition from being a paper and paste business to one with a large digital offering.

I joined PubMatic, an ad tech business, in a marketing capacity but developed into a more general UK management role – a steep learning curve but I was well supported by a company that trusts me. I am now responsible for the whole EMEA region. And I am not finished yet!

**1 BE PREPARED
TO MAKE
SIDEWAYS
MOVES**

I fell into marketing by accident, I was actually in another role but had started to manage some events and communication projects. It felt like a natural fit for my skillset so I took the leap, but had to make a sideways move to secure the marketing role I wanted.

**2 BUILD
YOURSELF A
SUPPORT
NETWORK**

This is the group of people that you are going to return to again and again; from handing you tissues when you're crying in the loo, having your back, putting you forward for roles you didn't know existed, plus being your biggest cheerleaders and your best sounding board.

3 JUST SAY YES

The digital industry moves at speed. Be prepared to do two things:

1. Learn how to embrace change
2. Understand that your next role might not even exist yet

Both of these require an open mindset and for you to say 'yes'. 'Yes' to interesting projects, 'yes' to new experiences, 'yes' to taking on things that scare you and, most importantly, 'yes' to helping others as they are trying to navigate their way through the wonderful world of digital.

TIPS FROM

THE TOP

ANN-CHRISTINE BEE **AVENUE LEAD,** **AVENUE BY SOCIAL** **CHAIN**

After growing up and living in Germany until my A Levels, I made the decision to go to university in the UK where I studied Film & Television at The University of Lincoln. I flew the nest, pushed myself out of my comfort zone and became independent. I was surprised how hard it was to apply my degree to a job outside of university after I graduated. I spent a lot of time in various different internships before I joined Social Chain. Here I've learnt about the demand and pace of the digital space. I now play an active role in helping young people understand their own path in digital, helping them see where they can add value.



1 **DON'T BE AFRAID** **TO TAKE RISKS AND** **NOT FOLLOW THE** **NORM**

Young people are surrounded by so much pressure nowadays, especially when it comes to finding their career path. It's important to understand that everyone's path is unique to them and this is OK. You don't have to follow the traditional education system to be successful.

3 **LOOK AFTER** **YOURSELF**

At Social Chain, we believe in helping employees create a healthy work-life balance and look after their physical and mental wellbeing. The earlier you can start taking care of yourself the better. Learn when to take a break, learn how to manage stress effectively and learn how to help others around you.

2 **DON'T BE THROWN OFF THE** **THOUGHT OF AN APPRENTICESHIP**

Very often people jump to the conclusion that apprenticeships are for trades such as plumbing and it's not widely known that there are apprenticeship programmes available to young people within the creative industry. Apprenticeships are a great way to learn in a real-life working environment, increasing your chance of being placed in a relevant role afterwards.

TIPS FROM

THE TOP



NISHMA ROBB **MARKETING** **DIRECTOR,** **GOOGLE UK**

Digital is an ever-evolving and enormously rewarding specialism in marketing. It's taken me from my career beginnings at Teletext, via building household brands at Dentsu (with a short break to bring my beautiful twins into the world) to Marketing Director at Google UK.

Here, I'm always learning, always curious, always working with a diverse group of people that help me and the business to thrive.

TIPS FROM THE TOP

1 **EMBRACE A** **CHALLENGE**

Don't be disheartened by a job description that may not appear to have a perfect match to your skill set. Be brave, play to your strengths and go for your dream role. It is important to look at new opportunities and consider how they might stretch you or teach new things, as well as helping you develop your key strengths and skills. Challenges make us grow.

2 **BE CURIOUS**

It's a key part of learning, feeding our creativity and imagination, a benefit to our working lives and beyond. As well as being endlessly curious, I'm also an avid day-dreamer (a lost art in a world of distractions) and I believe this is essential to developing our creativity and building a vision. I'm learning all the time, from my colleagues, from my children, from industry peers and the world around us.

3 **BRING SOME OF YOU TO WORK**

Your core values belong in your working life as much as anywhere else. I'm a firm supporter of the industry's mission to address representation in our workforce and in our work. It's seeded in everything I do; from how we think about reflecting representation in advertising, to recruiting the best talent that reflects the communities we live in and creating a culture we can all thrive in. I encourage you to find what matters to you and follow your passions!

GET INTO DIGITAL

“Digital is an evolving landscape and fast moving. With influencer marketing you never feel bored in your role as there are always new trends, creative ideas and updates being born that you can adapt to your work. In digital you always feel inspired to develop your skills.”

Annie Fong, Head of Marketing, Takumi

“I chose digital because it’s unlike anything I’ve ever done before. Sure, I’ve grown up with digital, but the industry is constantly evolving, meaning that each day is different and exciting. I have a job that I love and I can’t wait to see where it will take me.”

Lisa Portman, Head of Marketing, QDOT

“Digital has transformed the world, creating opportunities that were unimaginable just a few decades ago. The speed of evolution and industry growth is why I love working in digital.”

Jas Ahluwalia, Senior Account Director, Xandr



“OPPORTUNITY IS OPEN TO EVERYONE. NO ONE CARES ABOUT YOUR AGE OR BACKGROUND.”

DALE LOVELL, UK MANAGING DIRECTOR AND CO-FOUNDER, ADYOULIKE

GET INTO DIGITAL



**FOR THE NEXT STEP
IN YOUR JOURNEY TO
A CAREER IN DIGITAL
ADVERTISING GO TO
[IABUK.COM/GETINTODIGITAL](https://iabuk.com/getintodigital)**

With thanks to the following companies for collaborating with us to put together this guide:

