

+ Digital Media Data Analyst (Internship)



The Media Shop is Scotland's longest-standing independent marketing services agency with a 36-year track record, specialising in communications planning, media buying and digital marketing. Nobody understands more about what it takes to adapt and thrive in an ever-changing media landscape than The Media Shop team.

The team has grown throughout the digital revolution and offers a broad range of digital services including paid search, SEO, paid & organic social, programmatic, affiliate and influencer marketing.

The agency has a vast wealth of client experience from PLCs to owner-managed businesses, across a wide range of sectors including further education, motors, charities, travel & tourism, food & drink, ecommerce & retail, and public sector.

The Media Shop is committed to creating a diverse environment, where employees feel empowered to share different ideas, perspectives and experiences in a collaborative and creative work environment. Equality and inclusion are at the heart of our culture.

The office is based in The Garment Factory in Glasgow's Merchant City, and has amazing facilities including a games room, changing rooms and showers, bike store, lockers, on-site café, zoom rooms, break-out spaces, and more.

+ The internship programme

Following a successful internship programme in 2023, the company is seeking a bright intern to work with our growing team as a Digital Media Data Analyst for 8 weeks from 12 June-4 August 2024 (dates are negotiable). The minimum number of working days per week will be 3 up to a maximum of 5 days. The National Living Wage will apply if a candidate is eligible.

Great campaigns start with a brilliant team, who are diverse in their thinking and have a shared passion for helping our clients thrive - if this is your bag, then The Media Shop is the place for you. We promise that the job will always be interesting, and no two days will ever be the same.

Key areas of learning in the programme include:

Paid Search

- Practical experience of using paid search platforms such as Google Ads and Microsoft Ads.

SEO

- Practical experience of undertaking SEO on client websites.

Paid and organic social

- Practical experience of delivering paid social campaigns across Meta, Twitter, LinkedIn, TikTok, Snapchat, etc.

Content creation for organic social posts

- Practical experience in crafting engaging and impactful content for organic social media platforms, including Meta and Instagram.

Programmatic advertising

- Practical experience of delivering programmatic advertising across a range of channels.

General skills

- Objective setting.
- Performance analysis against KPIs and campaign optimisation.
- Report writing including insights, observations and recommendations.
- Dashboard building.
- Presenting.
- Effective teamwork.

The Media Shop Masterclasses

- Introduction to report writing.
- Introduction to campaign planning.
- Advanced PPC techniques.
- Advanced paid social techniques.
- Advanced SEO techniques.

+ Experience, skills & aptitudes required

The ideal candidate will have an analytical mind and a passion for using data to tell stories. Excel competency is essential.

You will need to be able to demonstrate curiosity in and appreciation of the digital media advertising landscape with a particular focus on keeping up to date on new digital platforms.

You should be naturally at ease with people from junior to senior, be willing to get your sleeves rolled up and get stuck in!

Overall, you will be inquisitive, analytical, enthusiastic, helpful, confident, personable, and ambitious.

Good arithmetic skills are essential, as are verbal and written communication skills. You will be evaluated on technical skills at the interview stage.

+ Application Process

PLEASE EMAIL YOUR CV TO caroline@themediashop-scot.co.uk.

REFERENCE: DIGITAL MEDIA DATA ANALYST (INTERNSHIP).