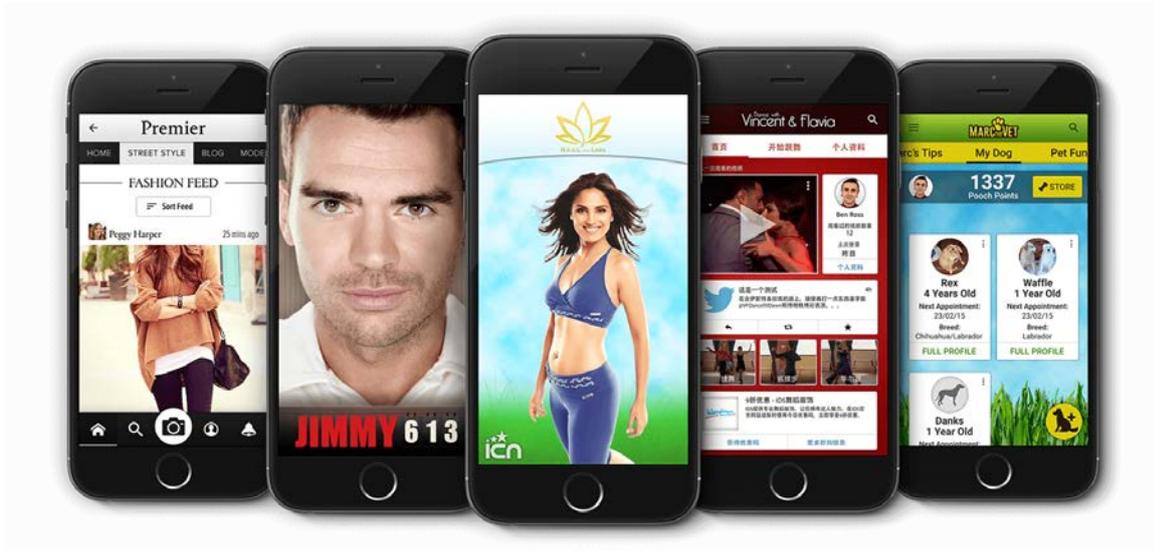




INTERNATIONAL CELEBRITY NETWORKS



JOB DESCRIPTION DIGITAL MARKETING EXECUTIVE 2017

www.icn-apps.com



JOB DESCRIPTION

Trainee Digital Marketing Executive

About the Company

ICN is a cutting edge digital media publisher that has developed a highly respected Apps portfolio with leading talent/celebrities in a number of markets. ICN Apps have received 15 accreditations on Apple iTunes, Google Play and Windows Marketplace, two of its Apps have featured in the Sunday Times 'Top 500 Apps in the World' list, as well as numerous award nominations.

ICN has been headquartered in Nottingham's Creative Quarter since the summer of 2013, and has a team of around 10 employees both full and part time, and is planning to add approximately another 6-8 to this team in 2017. ICN Apps has published products aimed at American, Indian and Chinese consumers as well as for a UK audience.

ICN is way more than simply an 'Apps developer' – it has expertise and resources across the full range of digital media skills required to not only develop Apps, but market them, make them engaging and encourage returning users and non-intrusively monetise that activity. So everything from App Development and Design to Product Management and Project Management, to Video Production to Digital Marketing, Social Media and Digital Media Sales.

Under the banner 'ICN Media', ICN also partners with a number of companies to pass on their specialist expertise and help them with Apps, video and the full range of digital media requirements.

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In 2016, and in partnership with the University of Nottingham, ICN's work to help develop and progress graduate talent, plus recognition of the role graduates have played in the growth of ICN, was recognised in national Award nominations for the 'Best Collaboration between a University and Employer 2016' and 'Best Careers Service Engagement 2016'.



NUE
AWARDS



ICN is fast moving with a relatively flat structure – it is the ideal environment to get a very strong CV quickly after graduation – and is the sort of company where you can put your ideas and your mark on the product portfolio right from your first week in the job!

Job Purpose



ICN's Apps portfolio have received more than half a million downloads – and “App marketing” at ICN has a wide range of facets to it.

The purpose of the role is to get downloads for ICN Apps, to monitor and evaluate the best ways of doing that (by time and cost effectiveness) and to get existing App users to return to the App more frequently.

The role will involve working on specific products from ICN's portfolio and will include:

Job Duties

- Researching the market and related products.
- Preparing weekly digital marketing reports by product.
- Review and refine (as appropriate) the company's Audience Segmentation Analysis by App.
- Co-ordinating social networking campaign/strategy by App.
- Website planning and copywriting.
- Preparing 'storyboards' for App videos.
- Monitoring & Analysis of App data and App marketing data, and planning marketing App by App.
- Helping to promote App partners.
- Implement practices directed at App install acquisition.
- Learn to plan a campaign directed at App install acquisition.
- Implement practices directed at App user retention.

Training

- Formal external marketing training needs will be assessed during the internship included in any permanent role.
- Our team are highly skilled and will give you all the right knowledge to start producing valuable work, and there is scope for digital seminar activities to expand specialise cutting edge market knowledge.

Reporting & Key Interfaces

This role reports to the CEO.

Type of Role

- Preferred option: temporary to permanent: initially an 8 week position with the opportunity to become a permanent role thereafter.

Hours & Holidays

- Full time (c.35 h/pw Monday-Friday).
- Holidays are 22 days per year (pro-rata).

Salary

- Minimum wage for age bracket during a probationary period moving to negotiated salary and commission scheme after the probationary period. Salary reviews then each



4-6 months thereafter, as ICN believes that young people develop fast, and this deserves to be recognised and rewarded.

Skills & qualifications

Essential

A strong verbal and face to face communicator who understands digital marketing and wants to learn and excel in this area. Someone who understands the role is a combination of working with partners and people, events, design and branding, but also spending AND saving money (to make marketing more effective), and about analysis – digital marketing is extremely measurable and any business who tells you it isn't about being on top of the data is not being clear with you!

Evidence of a clear interest and passion in this area based on either previous work experience, project work as part of gaining qualifications, and especially if shown as projects done in spare time, either as a self-starter initiative or as part of a wider team (examples would include demonstrating the use of social and digital media to organise events, projects, work with good causes, etc.).

Desirable

A desire to want to learn about Apps and digital marketing and who understands the role, and to work with companies and people!

Other areas that would help are evidence of:

- Excellent and proven communication skills.
- A flair for brand building and design on the one hand, but also the ability to study and interpret data.
- Initiative and self-motivation.
- Project management and team work.

An awareness and interest in digital marketing and media, social networking and App is essential.