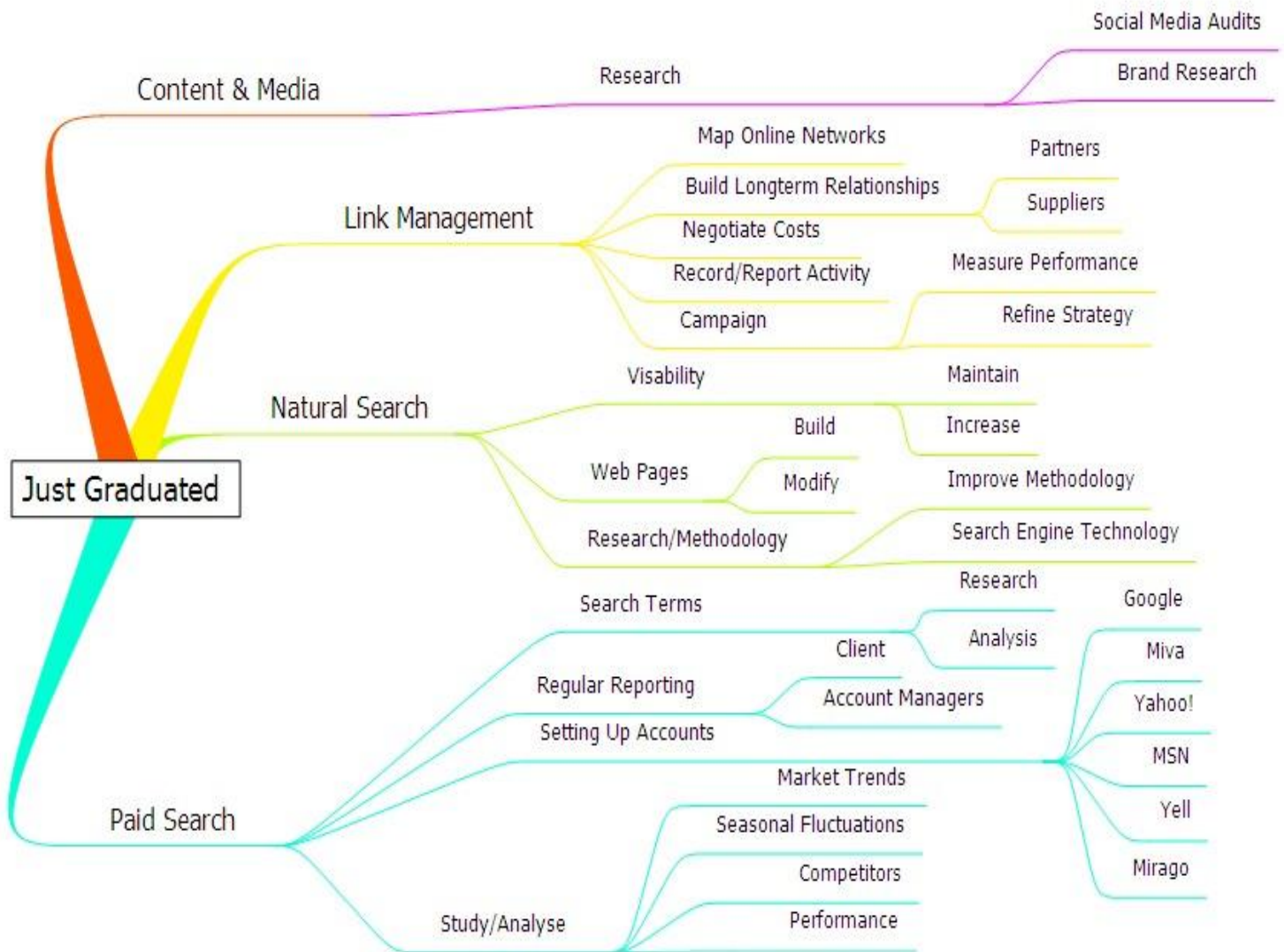


## Just Graduated! Analyst in Paid Search, Natural Search and Content & Media

Do you love innovative digital marketing environments? Would you like to help some of the world's biggest companies bring their brands to life in search and social media spaces including Google, Yahoo! MySpace and del.icio.us, in a fast-paced, award-winning agency?

iCrossing seeks enthusiastic and confident individuals with a good understanding of the online marketing industry to help run our growing search engine marketing business. As a recent graduate, you should possess excellent numeracy and interpersonal skills, an interest in online marketing/advertising, and the ability to learn and understand quickly. You will spend 6 – 12 months in each Analyst post before making a permanent move to one department.



Just Graduated - Job description

+44 (0) 1273 828100  
[jobs@icrossing.co.uk](mailto:jobs@icrossing.co.uk)  
[www.icrossing.co.uk](http://www.icrossing.co.uk)

## Person Specification:

Part of what makes iCrossing as successful as it is are the highly motivated people who work here and their enthusiasm for online marketing. We recruit individuals whose honesty, integrity, initiative and creative approach to problem solving shines through. An inspiration to your colleagues, you'll have passion and a commitment to getting things done while always placing the client at the centre of everything you do.

## Skills, Knowledge and Experience Required:

- ↘ **Intelligent & inquiring:** willing to develop a knowledge of the company's products and services in order to explain their benefits for our clients
- ↘ **Committed:** desiring to achieve not just career progression but do work that is truly remarkable and inspiring
- ↘ **Research & analysis:** strong research skills and able to dive into a new topic/industry/technology, use a variety of tools and approaches to gain an understanding and insights
- ↘ **Search engine:** basic knowledge of search i.e. able to state the difference between major search engines
- ↘ **Online marketing and brand:** basic knowledge of how marketing and the online media work
- ↘ **Web technology:** basic familiarity with web technology is important, html / programming skills and knowledge and participation of social media will be an advantage
- ↘ **Personal organisation:** ability to organise and prioritise own workload, and use own initiative
- ↘ **IT:** ability to use MS Office packages, email and internet applications
- ↘ **Communication:** excellent telephone manner, strong writing and presenting skills
- ↘ **Interpersonal skills:** able to work with a wide range of personality types and basically get along with most of them
- ↘ **Numeracy skills:** ability to apply numerical skills to analyse data, interpret facts and figures presented in the form of statistical tables and diagrams
- ↘ **Attention to details:** able to check for errors, always maintaining high levels of accuracy
- ↘ **Problem solving skills:** demonstrate a positive approach to problem solving, always questioning and listening to gain understanding

## Company Information:

iCrossing, formerly known as Spannerworks in the UK, is a global digital marketing agency that combines talent and technology to help world-class brands attract, engage with and acquire customers.

The agency connects digital marketing services – including paid and natural search marketing, social media and content, display and creative, user experience and web development – to create digital marketing strategies that deliver compelling brand experiences and unrivalled ROI.

iCrossing works with world-class brands including Coca Cola, HBOS, TUI and Virgin. Founded in 1997, the agency employs over 550 people worldwide with over 100 people in the UK.

## How to apply for this post

Download an application form at <http://www.spannerworks.com/careers/>. Complete it by hand and return it together with a recent CV and covering letter to:

Nick Edwards, Recruitment Strategist, Spannerworks, 1 Palace Place, Brighton BN1 1EF.