

JOB DESCRIPTION

Digital Marketing Industrial Placement

L'ORÉAL

Organisation name: L'Oréal

Job title: Digital Marketing Placement

Reports to: Placement Manager

Role description

As a pioneer in Digital Marketing, L'Oréal is the place to learn how it's really done! As digital becomes ever more important in all aspects of life, the skills you learn on this placement will be a valuable asset in the modern job market.

You will use your skills to help market our products and engage our audience. You'll be writing content for social media and email, as well as managing creative campaigns to interact with our users and optimise our website for consumer use. By trialing campaigns and assessing results, you will help guide our long-term vision.

Role duties

- Assist your team in the management of brand website updates – banners, content, brand hubs and catalogue.
- Work with website analytics and reporting on trend, social analytics and competitor analysis.
- Manage stakeholders both internally and externally.
- Collate and present monthly performance, including recommendations on improvements and testing.
- Manage social media campaigns, moderation and social listening.
- Work with the sales and marketing team on brand eCommerce and eRetailer catalogue update.
- Work with media agencies to support the delivery of marketing digital campaigns, including supplying of assets, links and reporting.
- Regularly generate, analyse, interpret and communicate traffic against Key Performance Indicators (KPIs).
- Assist in the development of eRetail brand shops and campaigns.
- Implement SEO best practice.

Qualifications and skills

- In your second year at university on a course which enables you to complete an industrial placement year.
- High attention to detail with a data-driven mind set.
- Enjoys using and implementing statistics to solve problems and suggest improvements.
- Creative, with an eye for website design & usability.
- Demonstrates an ability to manage projects, achieve objectives, adjust priorities, manage time and follow up on actions.
- A media/digital enthusiast who currently has their own active social profile on multiple platforms.
- A strong team player who is also self-motivated.

This job description is a case study only. It should not be considered as an accurate description of a live role within the named organisation.