

Junior Digital Strategist at exceptional™

Build your expertise. Learn to think strategically. Make an impact from day one.

exceptional™ is the strategic digital marketing agency making ambitious brands visible wherever their audiences search, scroll or ask.

We work with B2B organisations across energy, finance, technology and beyond, using connected digital strategy, search, AI discovery, paid media, social, content and analytics to generate demand and measurable growth. We choose to work with organisations that are doing something positive in the world.

This isn't a shiny new agency finding its feet. exceptional™ is the evolution of two decades of experience, hundreds of campaigns and a team doing increasingly significant work as we enter an ambitious new chapter.

That next chapter includes a closer strategic partnership with one of the UK's largest corporate communications agencies, Emperor, which has taken a minority stake in exceptional™. We remain independently run, while gaining access to larger opportunities and some of the UK's biggest and most ambitious organisations.

We're looking for a Junior Digital Strategist who wants to grow with us.

You'll work alongside our strategy and delivery teams, helping research, create, activate and improve digital marketing campaigns. You'll get involved in real client work from the outset: supporting campaign delivery, researching audiences and competitors, creating and coordinating activity, monitoring performance and helping us understand what we should do next.

We don't expect you to arrive knowing everything. We do expect you to be curious enough to find out, organised enough to follow things through and interested in understanding why you're doing something rather than simply completing the task in front of you.

At exceptional™, strategy isn't a deck that gets presented and forgotten.

Our teams connect client objectives, audiences, data and commercial outcomes. As a Junior Strategist, you'll learn how those pieces fit together while helping turn strategies into effective, measurable activity.

A successful Junior Strategist understands what they're trying to achieve, takes responsibility for the work they're given, contributes useful research and ideas, communicates clearly and keeps looking for ways to make the work better.

Think strategically

You won't be expected to create the strategy yourself, but you will be expected to understand it. You'll learn to look beyond the task in front of you, understand the client objective behind it and ask why something is being done. Through research, discussion and experience, you'll start building your own point of view and contributing useful observations and ideas to campaign and strategy conversations.

Build your expertise

You'll develop a broad understanding of digital marketing while beginning to discover the areas where you want to build deeper expertise. You might work across search, content, paid media, social, analytics, AI-driven discovery and other disciplines, learning how each contributes to client objectives. You'll develop through practical experience, research, training, industry insight and support from experienced Strategists and specialists.

Own the vision

You'll learn to connect the work you're delivering back to the wider campaign objective. That means understanding the brief, knowing who the audience is, what the work is trying to achieve and how your contribution fits into the strategy. As your experience grows, you'll become increasingly confident spotting when activity isn't aligned with the original goal and raising questions or ideas with the wider team.

Deliver results

You'll take responsibility for clearly defined pieces of work and make sure they're delivered accurately, on time and to a high standard. You'll help create and activate campaigns, monitor performance and use data to identify opportunities for improvement. We want you to move beyond simply completing activity and start understanding whether the work you're doing is actually effective.

Drive commercial value

You'll begin developing an understanding of how both our clients and exceptional™ make money, and why that matters to the decisions we make. You'll learn about budgets, utilisation, efficiency, client retention and the value generated by our work, while becoming alert to opportunities where different activity or additional services could improve results for a client.

Your days are likely to include:

- researching clients, audiences, markets, competitors and opportunities
- supporting the creation of campaign plans, strategies and recommendations
- creating, coordinating and managing campaign activity across digital channels
- supporting social, search, paid media, content and reporting activity
- helping produce posts, ads, content and other campaign assets
- monitoring weekly campaign performance
- using analytics and platform data to identify opportunities for improvement

- contributing research, observations and ideas to campaign and strategy discussions
- producing clear and accurate reports, presentations and documentation
- supporting client meetings and calls, and increasingly contributing updates and recommendations
- working with Strategists, Account Directors, Campaign Coordinators and Delivery Specialists
- taking ownership of defined tasks, projects and pieces of campaign activity

You'll probably enjoy this role if...

- You're curious and like understanding why something works, not just how to do it.
- You're organised, dependable and take pride in getting the details right.
- You're interested in digital marketing and want exposure to several different disciplines before deciding where to specialise.
- You enjoy researching problems and turning what you find into useful ideas or actions.
- You're comfortable working with data and willing to keep developing your analytical skills.
- You communicate clearly and aren't afraid to ask questions when something doesn't make sense.
- You like working with other people and understand that great campaigns rarely come from one person working in isolation.
- You're interested in how AI, search behaviour and digital marketing are changing.
- You want to develop from delivering good work into understanding what makes that work strategically effective.

We've built exceptional™ around the belief that ambitious work and responsible business should reinforce one another.

We became a certified B Corp in 2024 and our purpose is to **amplify the good in the world** – helping organisations creating positive change win more clients, attract more funding and increase their impact.

We care about excellent work, but we also care about how that work gets produced. You'll be encouraged to learn, ask questions, contribute ideas and gradually take on more ownership as your knowledge and confidence grow.

This role is designed to develop into Digital Strategist, with the opportunity to progress onwards to Senior Strategist and Strategic Director as your expertise, judgement and responsibilities develop.

Our ambition isn't to be the biggest agency.

It's to keep raising the standard of what **exceptional** means.

If that sounds like the kind of place you want to build your career, we'd like to hear from you.