

navigate

51.4546° N, 2.5973° W

Paid Media Pathway

Junior Programme

Start your career in paid media with purpose



// The Navigate Junior Programme

What is it?

This is not a typical entry-level role.

It's a structured programme designed to take you from beginner to confident paid media specialist, giving you the skills, experience and support to build a long-term career in digital marketing.

Over 12 - 18 months, you'll gain hands-on experience across campaigns, platforms and clients - supported by structured training, mentoring and real responsibility from day one.

What You'll Gain

You'll develop practical, in-demand skills across:

- Paid search (Google Ads, Microsoft Ads)
- Paid social (Meta, LinkedIn and emerging platforms)
- Audience targeting and segmentation
- Campaign setup, optimisation and performance analysis
- Tracking, GA4 and attribution
- Reporting, insight generation and presenting results

What You'll Work On

You'll be working on live campaigns for:

- Museums and heritage sites
- Wildlife and nature organisations
- Cultural destinations and visitor attractions

Helping them to:

- Grow audiences
- Increase revenue
- Deliver meaningful, long-term impact

// The Navigate Junior Programme

Your Journey at Navigate

Month 0-3

You'll build your foundations.

- Learn core paid media platforms and tools
- Understand campaign structure and setup
- Shadow live accounts and live work
- Begin supporting reporting and analysis

Months 3-6

You'll start contributing to live campaigns.

- Support campaign build and optimisations
- Write and test ad copy
- Analyse performance and identify improvements
- Take ownership of defined tasks within accounts

Months 6-12

You'll begin managing your own work.

- Take ownership of smaller campaigns or accounts
- Make optimisation decisions based on data
- Contribute to strategy and planning
- Present insights and results with confidence

Your Future

This programme is designed to set you up for long-term progression within the team, with clear pathways into the Paid Media Executive role.

// Support & Development

We don't expect you to know everything on day one.

What matters is your willingness to learn - we'll provide the structure and support to help you get there.

Training & Development

- Structured onboarding and training plan
- Ongoing platform and industry training
- Access to learning resources and development budget

Working Environment

- A collaborative and supportive team
- Exposure to real client work from day one
- Opportunities to contribute ideas and take ownership as you grow

Mentorship

- Support from experienced Paid Media specialists
- Regular check-ins and feedback
- Guidance on both technical skills and career development

Reporting lines

Reports to: Senior Paid Media Manager

Direct reports: N/A

51.4546° N, 2.5973° W

We're more interested in how you think and approach problems than what platforms you've used before.

Essential

- Strong attention to detail and a naturally analytical mindset
- Confident working with numbers and interpreting data
- Clear written communication and ability to present ideas simply
- Highly organised, able to manage multiple tasks and deadlines
- Proactive attitude with a willingness to learn and take initiative
- Genuine interest in digital marketing and how campaigns perform
- Curious mindset with a desire to understand how things work and improve

Desirable

- A degree in marketing, business, data, or a related field
- Or equivalent experience through internships, placements or personal projects
- Exposure to digital marketing, advertising or analytics (academic or practical)
- Familiarity with tools such as Excel, Google Sheets or similar

What Success Looks Like

- Confidently supporting campaign setup and optimisation
- Understanding key platform metrics and performance drivers
- Contributing to reporting and insight generation
- Taking ownership of smaller campaigns or accounts

// About us

For over 20 years, Navigate has worked with tourism, heritage, nature and culture organisations worldwide.

We help purpose-led organisations grow sustainably - increasing visitors, revenue and long-term impact for places that matter.

We're proud to be a B Corp certified business, committed to creating meaningful and lasting benefits for people, places and the planet.

The Offer

As well as a salary of **£25,000 - £27,000 per annum** (dependent on your experience), we provide:

- Flexible working hours and hybrid working options
- 25 days holiday, plus Bank Holidays
- Company Profit share
- A wellness budget to spend on boosting your wellbeing
- Quarterly company-wide check-ins and socials
- A generous training budget
- Industry training sessions
- A welcoming and friendly company culture that promotes a healthy work/life balance

And that's just for starters, with more benefits based on length of service!

Navigate is an equal opportunities employer and committed to creating a diverse and inclusive working environment. We welcome applications from anyone suitably qualified for each role and when it comes to recruiting, hiring, developing and promoting employees, we treat everyone equally regardless of their age, sex, sexual orientation, race, nationality, gender reassignment, marital or civil partnership status, age, disability, colour, ethnic or national origin, religion or belief, and place an obligation upon all of our employees to respect and act in accordance with this policy.

navigate

51.4546° N, 2.5973° W

navigate.agency
+44 (0)1174 400 500
hello@navigate.agency

