



TALENT.ED ACADEMY

Recruit. Develop. Retain



Talent.ed



JOINING THE BEST



Celerity is an award-winning, data-driven marketing agency.

We specialise in the strategic application and integration of leading marketing technologies. We work with a great portfolio of leading global brands and we help them to achieve great things in the digital world, using data, technology and customer journey planning.

We believe what sets us apart is our people, and we have a proven track record in creating the industry's talent. And that's across a range of roles, from technical analysts to project and account managers.

We have designed a bespoke talent programme, called the Talent.ed Academy, to attract the best young minds in the business. We introduce them to some fantastic career opportunities and believe that together, we can broaden our data and marketing technology capabilities to help shape this exciting digital age.

OUR MISSION

We work to help brands deliver outstanding customer experiences.

We are driven by data and enabled through technology, but we are powered by great people. That's why we are so passionate about developing our own talent. We do this through a host of development plans that help everyone to achieve their aspirations and goals.

The way we work

This is our leadership charter. It helps all of us, no matter what position or role, to develop our company, be professional, fair, kind and respectful to one another at all times.

Lead by example

Listen. Communicate. Collaborate. Inspire. Motivate. Encourage. Respect. Challenge. Be Honest. Be Simple. Be Consistent.

Have clear direction and smart objectives

Every individual, at every level, knows the direction of our company and how they contribute to that.

Attract and retain talent

Develop and nurture our people for innovation, growth and to create a positive company culture.

Empower the people

Give people the information, resources and opportunity to be responsible for their actions. Make our people stronger and more confident.

Accountability

Be answerable for your actions at all times, while always considering the possible wider impacts.

This leadership charter is completely accepted by all because it was written by all of our people. It forms the very foundation of our culture, it's how we tick.

With our people we have a working environment that is unique to Celerity and is at the very heart of why our customers choose us. We all work as one.

By attracting and carefully selecting our people today, we are able to shape and develop the experts and leaders of tomorrow, both here at Celerity and outside in the wider industry.

"Focus on being part of something successful, rather than individual success"

Jason Lark, Celerity Co-Founder and Managing Director



Joining our Talent.ed Programme and becoming part of the digital revolution.

Talent.ed

This is how our Talent.ed programme works

Our objective is to empower you to take our business forward.

Our fully paid Programme will take six months to complete and will follow two routes of learning. You will develop skills in two core Adobe Marketing Cloud services areas for our business.

- Adobe Systems Integration
- Adobe Campaign Services

Kent HQ, London and Madrid business units are included in the programme, with the majority of time spent at HQ.

Knowing that you are heading in the right direction is key to your success. You will be given a clear set of objectives to achieve in your 3-6 month development plan. We can then use these to track your progress as you move through each phase of your development, right through to your fully qualified role.

By month four, our Talent.ed recruits will hold a full Adobe Business Practitioner certification. They will be working across live project work and attending weekly masterclass workshops. And they will have ongoing support from a

mentor and other experienced members of our team, throughout. You will also be earning while learning during the 6-month programme.

The programme framework is designed to build key business and technical skills so you can confidently work in a full time role at Celerity.

During the programme, there will be levels of success you will achieve before you move onto the next level of learning. One key milestone is successfully completing and achieving the Adobe Business Practitioner certification.

This is a globally recognised industry qualification that is highly thought of in the digital marketplace. So, whether your long term career is with Celerity or elsewhere, this professional qualification will set you up for the future.

Even in the unlikely event that you aren't successful in securing a full time position at the end of the programme, we'll carry on supporting you to find a job opportunity elsewhere, using our internal Talent Recruitment Agent.

APPLYING

What do you need to do next?

If you think the Talent.ed Academy programme looks like the perfect opportunity for you to start and develop your career, you can apply to join our Talent.ed programme online.

Simply search "Celerity Talent.ed Academy" on Google or visit:

www.celerity-is.com/careers/talented

If your application is successful, you will be invited to join an Assessment Day.

Assessment Day

Day 1: This will give us an opportunity to give you more information about Celerity and it will be full of fun practical activities to help us assess your skills and behaviours. We can also work out if we're the right fit for each other. At the end of day one, we'll confirm who will be invited back to attend day two.

Day 2: This will consist of a presentation to a panel audience followed by three one-to-one interviews. By the end of day two, we will confirm who we wish to extend offers to.

What are we looking for?

We are looking for digital natives with a strong passion for combining data and technology to create customer engagement.

Some of you may prefer to engineer a solution, others of you may prefer to create the communication journey and experience, we are looking for all types of skills. If you have any of the attributes below, our Talented programme could be just what you're looking for.

Campaign Services Candidate

Knowledge

Each candidate will have an understanding of the principles of basic coding, CRM, digital marketing as well as basic marketing principles.

They will have an awareness of the business environment and the issues related to digital marketing (of course, using appropriate security methods to protect data) across digital and social media platforms and channels.

It will be an advantage to have an awareness or knowledge of content planning and development across a range of digital media. Formatting for distribution of content via different channels is always an advantage, too.

Evaluating the success of a digital campaign and a broad understanding of the wider media landscape will help your career at Celerity and across our industry.

Skills

Each candidate will be a master of good written communication for a range of audiences and digital channels. They will have a marketing or business related academic background that has provided a level of awareness and knowledge of digital marketing.

They should have the raw skills and desire to build digital campaigns across a variety of digital channels and have a strong interest in engaging in research, analysis.

They will have an interest in e-mail marketing, web analytics and/or metrics and the measurement process to evaluate the success of digital marketing activities.

They will have a drive to keep up with industry trends and offer recommendations and action for effective, secure and appropriate campaign solutions.

Behaviours & Qualities

Each candidate should have a passion for marketing. They will be a natural logical and creative thinker with strong analytical and problem-solving tendencies.

They should have a strong work ethic, understand professionalism in the office environment and appreciate equal opportunity and value diversity. And they should be able to demonstrate respectful and effective communication with internal teams, customers and stakeholders at all times.

Each candidate should also have a very strong attention to detail and demonstrate organised ways of working. Proactive working, with a flair for taking initiative is strongly welcomed. It is also vital that each candidate has the flexibility to be able to work well within a team but also work very effectively independently.

Systems Integration Candidate

Knowledge

Each candidate will have a strong passion for system development and technology and will understand the basic principles of system integration coding, using native tech such as: JSP, JSSP, XML, SQL, HTML, REST, JSON, Workflows, JQuery, Ajax, Apache and Tomcat.

They will have a keen interest in understanding data and data structures as well as an awareness of basic digital marketing principles to enable them to help design and build secure, customer solutions. Any knowledge of the Adobe Marketing Cloud will help enormously, but is by no means essential.

Skills

Each candidate will have good communication skills in the English language – written and verbal.

They will have come from a computer science or business engineering academic background that has provided a level of awareness and understanding in some of the following: on and offline direct marketing, deploying Business App., Web App and/or sites, Digital Media and Mobile or Big Data solutions.

Informatics and/or Telecoms work placement experience, along with any knowledge of or interest in the CRM or Digital Marketing sectors will act as a definite advantage, although this is not essential.

They will have a drive to keep up with industry trends, such as Agile and Waterfall, to help them to build secure and appropriate campaign solutions using digital technologies and tools over a range of channels.

Behaviours & Qualities

Each candidate should have a passionate interest in technology, data and quality. They will be a natural logical thinker with very strong analytical and problem-solving tendencies. They will also have a great attention to detail and quality control.

They should have a strong work ethic, understand professionalism in the office environment and appreciate equal opportunity and value diversity.

They should have a natural ability to work well within a team but also work effectively independently, when it is required and display respectful and effective communication with colleagues, customers and stakeholders at all times.

Maintenance of a productive, professional and secure working environment should also be continuously demonstrated. Each candidate should also take a proactive working approach and a flair for initiative is strongly welcomed.



Don't just take our word for it

Take a look at just some of the views from our people.

Peter Foord

Campaign Developer

I joined Celerity four years ago. I've always had an interest in new technology and its everyday use, so it seemed like a good fit for me.

The marketing industry is always looking for new ways to market to customers and celerity is using the newest methods to deliver to its customers.

Coming into the business in mid-2014 through a 12-month customer service apprenticeship within the insight team, I gained on the job experience whilst receiving a GCSE equivalent skill that applied to the role. The apprenticeship led to me to understand the wider business and gain skills that can be applied in multiple areas throughout the business.

I naturally moved up into a Junior Insight Analyst through learning data analysis and an analytics tool called FastStats. I wanted to expand on what I'd learnt from my apprenticeship by taking on a level 3 course. This provided me both an A-level equivalent skill and the confidence to provide a high standard of service to Celerity's customers.

Using my customer service skills gained through my apprenticeship I was able to apply this to meeting customers, building relationships and presenting data analytics findings to generate more work for the business.

When Celerity took on the huge task of delivering campaigns for Sky, extra resource was needed internally to meet the demand. I stepped up to take on the role of Account Manager to work with internal Sky customers to deliver a handful of campaigns each week. The role required good attention to detail and client facing skills to ensure email campaigns were delivered to a high standard.

Feeling that I felt more at home within a technical role I then moved into the campaign services team to build campaigns and learn a new set of skills. I'm currently learning HTML and Adobe Campaign whilst delivering a wide variety of campaigns through multiple channels for William Hill. I look forward to what the years to come will bring at Celerity.

Celerity has a fantastic working environment; the people here are so friendly; it's relaxed and challenging and rewarding all at the same time! The business encourages and supports training to ensure you can learn to deliver customers in the best possible way.

Michael Coronato

Adobe Campaign Developer

Having completed my university degree in Management Sciences, I left with theoretical skills but little plan as to how I wanted to apply them.

Celerity gave me an opportunity to try my hand at something practical in running the day to day operation of the Oxfam Unwrapped project.

Account Management wasn't for me but we had started implementing FastStats (and Database) solutions and needed to technically support our new clients. Celerity spotted my technical focus and moved me to this more appropriate position for my interests and skills.

Through technical specialisation I moved into a role dedicated to the provision of consultancy, training, implementation and development on the FastStats product suite. At the time this meant completely redefining how we operate both technically and operationally in this offering. As this grew successful we recruited more members into the team which I mentored and managed. This team later expanded to include

the database team and the application support team. Throughout my management roles I kept my hands on the tools and continued to play a Technical Lead role in many instances, designing technical solutions spanning multiple applications and offering technical guidance to the team.

As it became apparent that my career was developing in a direction away from what I love doing and away from applying the technical skills that had helped me to develop in the first place I have now returned to a role focussed on technical excellence in the implementation and development of Adobe Campaign solutions.

It's the variety of roles I've held and applications I've learned that have given me the opportunity to learn both personal and technical skills and why I am a willing member of the Celerity Team.

Stephanie Lee

Project Manger

I started at Celerity as a Trainee Project Manager and, in five years, I've progressed to being a Project Manager working on some of our key accounts.

My background is completely different to what my current role is having worked as a restaurant and bar manager although strangely some of the skills from there can easily be applied to project management.

Ultimately my next career goal is to become either Senior Project Manager or a Programme Manager within the next two years.

Celerity is supportive, diverse and has a good team ethos. It's a forward thinking marketing services provider which fully supports and promotes the development of its talent alongside our client's ambitions. It's a pretty decent group of people and that's definitely what keeps me here.

Franchesca Henry

Developer

After completing my A-levels I joined Celerity in 2011 as an apprentice junior developer.

I spent my first year learning FastStats and SQL as well as working through the BTEC and NVQ coursework. Once I'd completed my apprenticeship I was promoted to a FastStats developer and took on more responsibilities like managing software upgrades. Due to the nature of the role it also gave me the opportunity to learn other technologies, like SFMC and Tableau.

More recently I've moved to the Systems Integration team and have been working with Adobe Campaign. My plan is to continue on this career path, pass my Adobe Campaign Developer exam and eventually work on more technical Adobe Campaign projects.

What keeps me at Celerity is the opportunity to continue learning new skills in a great working environment. It's a forward thinking, supportive company who are willing to adapt.

There are many more employee accounts like this. If you join us, perhaps you'll write one yourself one day.



The future pathway for the Talent.ed

We take our training and development programme extremely seriously at Celerity. That's because it is our people that will take our business forward.

From day one, you will enter the Talent.ed foundation induction programme, so that you understand the industry you have joined and have a good knowledge of our services and customer portfolio. You'll also get to know our teams and start building important relationships.

You'll be given a clear set of objectives to achieve in your initial 3-6 month development plan. We'll use these objectives to track your progress as you move into each phase of your development and into your fully qualified role.

From experience we know that the training and development you receive will help you to become a successful Developer/Analyst. And your development programme isn't static, it will be added to as your career progresses. That's because everyone is individual and we celebrate this.

Our training and development programmes are constantly benchmarked against feedback from our consultants and results from the Adobe Business Practitioner training course. We also continually check both the course and the trainer so we can improve the quality of the courses you attend.

As well as having a line manager, you will be assigned a 'Buddy' from another part of the business to support you through your early weeks and months. You'll also work closely with a number of technical 'Mentors' during the 2nd and 3rd phases of the programme. They will be there to help your development, broaden your internal network and give you the best possible start to your career. And of course, anytime that you need to talk with a member of your support team, they are there to help!

What else is on Offer?

Skills investment in our people is crucially important to us because it's how we keep hold of the best talent. So, you will be awarded with a competitive employment package as well as experience a challenging, fulfilling and highly rewarding career. However, there is always a little more.

Celerity offers the following benefits:

- A minimum of 25 days annual leave, rising by one day for every full year of service, up to a maximum of 30 days, plus all UK national and bank holidays
- Company Pension Scheme
- Childcare Vouchers
- Membership to the Perkbox benefits scheme
- Your Birthday as a day-off (as long as it falls on a week day)
- The chance to win an annual award where very generous prizes are won
- Project placements that offer the opportunity to travel to other Celerity locations and/or Customer sites globally
- Breakfast Club Scrummy Monday's, where a variety of food options are available
- Lunch & Learn and Show & Tell sessions where food is provided
- Opportunity to join the EAB (Employee Advisory Board) and help shape the on-going direction of our culture
- Being part of a wider group offers more opportunities to grow and develop new skills
- Attendance to company functions and events (Professional and Social)
- Become a member of major industry bodies including DMA and BIMA



Inspired to Invest

Something that really sets Celerity apart from its competitors is that it remains privately owned.

Our growth, management and direction come directly from our owners and senior team. We continually reinvest back into our business and people to ensure that we have the best technology and talent pool in the market. You will never be 'just a number' at Celerity. Our family approach to running our business has always attracted talent and in many cases, created some long-standing members of the Celerity team.

We make an annual investment into our own marketing across a variety of media, including SEO, memberships to industry bodies and sector associations, sponsorship of industry events and awards to raise our brand awareness and improve our awareness of the latest industry trends.

Our strategic partnerships connect us with the latest digital platforms and professional network. This keeps our people engaged and constantly developing their thirst for knowledge and new skills. In addition, our investment into formal qualifications is something we are proud to offer. These range from very specific industry certifications, to more general professional or academic qualifications and apprenticeships.

With such a range of channels helping us to develop our people and our business, there's a clear path of development and progression. Your journey at Celerity will be a challenging one that will significantly broaden your skillset and experience.

Join us

Join our team and we'll grow together

If you want a rewarding career in the digital marketing space, with a great support structure to enable you to really grow and excel, then contact the Talent.ed Academy team to find out more about our long term career opportunities.

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