



Excellence in Audience Development Graduate Programme

What can you look forward to?

- Four six-month rotations over two years, designed to equip you to become an expert at audience growth
- A tailored onboarding boot camp and development programme
- Mentoring from experts in each rotation
- Support finding a permanent role within Informa Tech after completing the programme
- Full eligibility for Informa's UK benefits. These include 25 days of holiday, rising to 27 days after two years, plus a day off for your birthday, paid time off for volunteering with a recognised charity, a discounted share scheme, health and wellbeing benefits and flexible working
- A supportive graduate community and network



Data & Analytics



Transformation



Product



Marketing Operations

Alongside the rotations, you will complete a professional qualification.

At Informa Tech we empower you to drive your own development.

There are two qualifications available, so you can tailor the programme to your personal career goals.

Digital Marketing

What will I learn?

- Marketing Principles
- Digital Marketing Campaigns and Customer Lifecycle
- Customer Relationship Marketing
- Copywriting
- Social Media Communications
- Analytics, Dashboards and Reporting
- Introduction to Coding
- Search Marketing and SEO
- Paid Social

What qualifications will I achieve?

- Level 3 Digital Marketer Apprenticeship
- Principles of Coding (BCS KM1)
- Marketing Principles (BCS KM2)
- Google Analytics Individual Qualification (IQ)

Digital Transformation

What will I learn?

- Building a Data-Driven Business Case
- Quantifying and Assessing Business Impact
- Project Planning and Management
- Agile Ways of Working
- Change Management
- Managing Cross-functional Stakeholders
- Change Management

What qualifications will I achieve?

- Level 4 Business Analyst Apprenticeship

Where will the programme take you?

Ishika Patel, 2022 Audience Development Graduate



"The programme has been an incredible journey, taking me on a diverse and enriching path across various brands, projects, and career opportunities.

From segmenting and automating marketing activities, to analysing audience data, ensuring effective change management in our transformation programmes, and even giving me the opportunity of project-managing a group-wide initiative. This diversity of experiences has truly expanded my horizons."

Olivia Tait, 2023 Audience Development Graduate

"My first rotation is in marketing operations, working within the SEM team. I am responsible for running the event Data Center World campaign and ad campaigns for the Enterprise IT pillar.

I am excited to begin an apprenticeship alongside my rotation in order to learn even more about digital marketing. Thanks to the variety of opportunities here, I have also been able to immerse myself in life at Informa Tech and Informa, participating in the AllInforma Balance initiatives, networking during social events like office quizzes and being inspired by external speakers including Dr. Makaziwe Mandela."



Abubakar Mohamed, 2022 Audience Development Graduate



"In just 12 months at Informa I've worked in transformational projects such as improving our data infrastructure, several data analysis projects investigating trends in our media business. The work we do is very varied. My newest rotation is all about delivering training to one of our markets."

What makes the Audience Development Graduate Programme different?

Anastasia Marshall, 2023 Audience Development Graduate

“This programme really allows you to understand Informa as a company and gives you a chance to get settled into a new environment, first and foremost. Starting a new job is always daunting. However, the programme has a fun-filled, three-week boot camp that enables you to make strong relationships and feel comfortable before you get started with your rotations. This is so rare, and something you don’t come across often with other graduate schemes.

Everyone at Informa is willing to help, makes you feel welcome and empowers you to be the best version of yourself.”



Laura Beaumont, 2022 Audience Development Graduate

“The programme has allowed me to drive my own career and development, whether that be in the projects I’ve worked on, or the apprenticeship I’ve completed. The nature of the teams we get to work with has given me exposure to experts across the business, which has really helped me in gaining clarity on my future career.

Your managers trust you with meaningful projects and give the time to develop your skills, which ensures each rotation ends with a tangible impact on the business.”



Why join?



Niya Dobрева, 2023 Audience Development Graduate

“Along the way you will meet some good friends and learn a lot about yourself, about what matters to you, about Informa. As a young graduate, choosing Informa was easy – I was received for who I am, I was guided in building my own career path, and I was promised to be challenged, celebrated, and supported.”

Tejaswini Saji, 2023 Audience Development Graduate

“Being a part of Informa Tech is not only a great opportunity to develop yourself and your career, but also an amazing chance to meet and work with the best people. For me, my favourite aspect of Informa is the culture, be it how open and friendly all colleagues are or the thriving grad community we have. There are so many opportunities to make meaningful bonds with people, and I really do believe that is what makes the company so rare.”



Applications for 2024 are now open until 7 January 2024

We are pleased to share that all shortlisted applicants will also be considered for an exciting additional opportunity, the Informa Graduate Fellowship Scheme. More information on this scheme can be found [here](#).

Application Process

Submit a CV and covering letter

Applications for 2024 are open until 7 January 2024. **[Apply here](#)**, where you will be automatically considered for the Informa Tech Audience Development Graduate Programme and the Informa Graduate Fellowship Scheme.

Take part in a recorded video assessment

Everyone who is shortlisted will be invited to take part in a video assessment, recorded in your own time. This helps us get to know you better and gives you a chance to share your interests and what appeals to you about the programme.

Attend an assessment centre day

We'll invite you to an assessment day. It's a chance to learn more about Informa. Plus, it's an opportunity to demonstrate your strengths and style of working by taking part in individual and team exercises and tasks.

Interview with a senior leader

The final step will take place in our London office. It's a chance to meet up in person and you will interview with one of our senior leaders and one of our talent acquisition specialists.

We'll dive deeper into your strengths, skills and attributes. There will also be the chance to ask questions on any topic.

Success: Audience Development Graduate Programme confirmed

Offers are made to successful applicants, including full details of scheme benefits and confirmed start dates. Everyone who has taken part in final step interviews will receive individual feedback.