

# GROWTH

## ACADEMY

The agency graduate\* scheme from Radish



\*This scheme is not just for university graduates, but anyone who is talented, ambitious and looking to take their first step into the marketing world.

 **RADISH**

# What is the growth academy?

The Growth Academy is a brand new initiative made to grow new Radishes from the ground up, **fast**.

We want to nurture talented candidates with little to no prior experience of marketing or agencies. The Growth Academy will **accelerate your career** and help you express your changemaking potential.

You'll learn all about how a top marketing agency works and be empowered to make a real impact on what we do. With The Growth Academy, you can fast-track your career (and have a good time along the way).

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# Choose your patch

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Do you relish the relationship-building and organisational skills of Account Management or the deep thinking of Strategy? Perhaps you're more into the big ideas of Creative, or the words wizardry of Content.

Whichever one (or two) you choose, our dedicated team of Radishes will provide mentorship and support throughout your journey.

# Taking you from seed to sprout



## Content

### Do you have a way with words?

To thrive as a Content Radish you should have a keen interest in copywriting and storytelling, and with the mentorship and support of our Content academy we will help you to develop the creative skills needed to produce excellent client content. You'll be working across our clients to analyse and optimise content, write attention grabbing copy, and input into our highly effective content campaigns.



## Design

### Perhaps you're full of creative inspiration and design is your thing?

Our Design Radishes have a keen interest in graphic design, animation, illustration and more, and you should have good Adobe design skills that you are looking to put to good use. Your Growth Academy journey will give you experience across all the bases of design for our clients - from getting involved with brand rollouts to creating beautiful ABM campaign assets, and even working with our Creative Director on concept creation.

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# Taking you from seed to sprout



## Strategy

Are you naturally inquisitive and enjoy digging into the detail? If you have strong analytic skills, enjoy researching and want to develop strategic ideas for clients, then you might be our next Strategy Radish! As part of your Growth Academy experience you'll be using primary and secondary research methods to analyse our clients businesses, customers and external influences, pulling together strategic hypotheses, and be a key part of building incredible foundation strategies for our most successful ABM campaigns.



## Account Management

Super organised and all about building relationships? Account Management Radishes are key in delivering the best outputs and experiences possible for our clients, and as part of the Academy we will help you to develop the necessary relationship and project management skills to connect ideas and resources across the agency to deliver the best outputs for our clients.



# Introducing RADISH B2B agency of the year 2021

We are an award-winning brand and account-based marketing (ABM) agency for high-growth technology businesses. We work with change-making clients at moments of change, helping them to take advantage of business opportunities and break new ground.

Our clients are innovators in their fields who want to become truly different, one-of-a-kind businesses.

Behind the marketing magic, we're ambitious, delightfully decent people — forward-thinkers, go-getters, first-on-the-dancefloor types who care about our work and each other.

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 B2B Marketing  
Insight · Development · Training · Events





# What makes a Radish?

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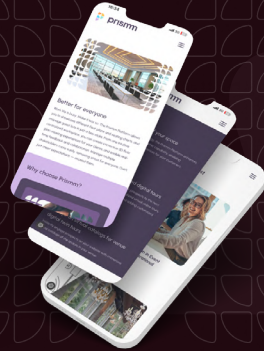
**Our success is rooted in our values** — we put the happiness of our people and our clients before profit, and we love what we do.

As a result, the agency more than doubled in size over the pandemic and we achieved an 100% NPS score in our employee happiness survey.

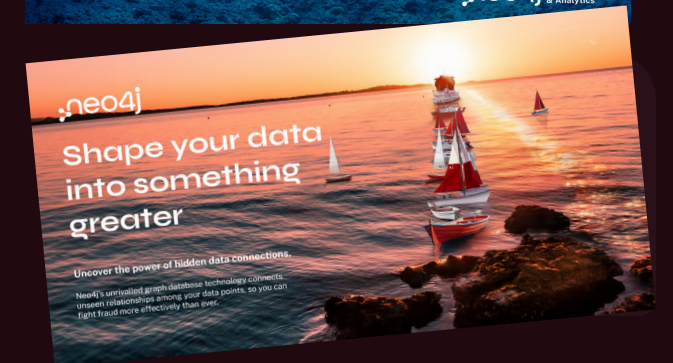
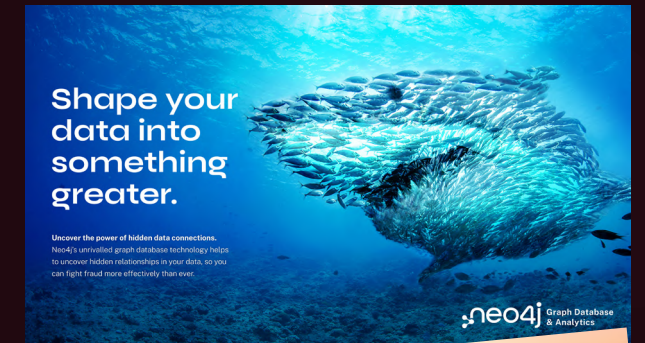


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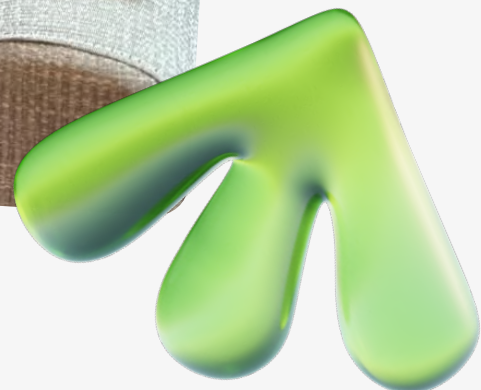




# Here's a sample of the work we do for our clients







# How to grow with us

You don't need any experience — but we are looking for talented, ambitious candidates who:

- ☐ Take the initiative
- ☐ Are curious about the world
- ☐ Driven to achieve great things
- ☒ Ask the right questions
- ☐ Bring good energy
- ☐ Willing to come to the office at least once a month



# Why radishes are good for you

**Come to Ibiza. Join our book club. Celebrate Pride with us. We like having fun — we hope you will, too.**

As an agency invested in positive change, we are committed to being more sustainable — you could make a real impact on ESG policy as part of our dedicated 'Roots of Change' team.

We love our jobs, but we also love our lives outside of them — we're adamant about a healthy work-life balance and work-from-home flexibility.

Our values mean our management style is genuinely supportive and flexible.

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# How we've grown other Radishes

// When I joined Digital Radish, I'd only been freelancing for a few months after finishing design school, and I'd never worked for a marketing agency. Matty and Lewis have helped me massively — they've given me lots of one-on-one support, but I've been free to develop my design skills in my own way. I've also loved being responsible for active client and project work throughout, and my day-to-day has lots of variety, from creative concepts to social ads and infographics. I'm still learning every day, but I feel like I've grown so much with the team in the short time I've been here.

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# Let's get going



To apply, we'd like to ask you a few questions on **this** form. If you've done some work that you're proud of, tell us about it in 100 words or less as part of your application.

If we like what we see, we'll ask you to come in for two rounds of interviews in the office, and we'll take it from there.

**We can't wait to see what you've got.**

