

This Is The Job: Interactive Developer

Use this list to kickstart your advertising journey. Speak with your guidance counsellor, teachers, and parents to find out which courses, programs and next steps may be right for you.



What is an Interactive Developer?

We write and test code, making sure that the email campaigns we send out adhere to best practices (and we'll troubleshoot if there's a technical issue). We're problem solvers with a growth mindset who are always learning new ways of doing things.

This is what they do most days

I build...

Working with a project manager, a project coordinator, an account team and quality assurance, I build and maintain the best email templates to look good on every device and browser.

I execute...

I export images from Figma, work on HTML email development, add links, add contents from pdf, and upload images to the server.

I refine...

I update with the latest comments in Litmus proof/QA/RDT/Litmus checklist/ATEST/CTEST, so that the finished email is ready to deploy.

In their own words:

“ This role is great for me because I love coding and I can maintain a deep focus on ongoing projects.

The thing I really love about my job is my ability to accomplish and complete tasks successfully and satisfy every client.” - Amisha P.

Explore some of the skills you'll need.

- ✓ Ability to write and read code
- ✓ Keen attention to detail
- ✓ Strong problem-solving skills
- ✓ Analytical thinker
- ✓ Animation Skills
- ✓ Ability to meet deadlines
- ✓ Ability to multi-task effectively
- ✓ Educational background in web development

This Is The Job:

Was created to attract more racialized people to the exciting, creative and challenging world of advertising, with the goal of increasing diversity across the entire industry.

To learn more visit thisisthejob.org