

— Building brands people
want to be part of.

JOB DESCRIPTION

Digital PR Consultant

Digital PR Consultant

Formal Job Title

Digital PR Consultant

Place of Work

**Brightwell,
Suffolk**

Type

**Full Time,
Permanent**

Hours of work

**9:00 - 17:30
Mon-Fri**

Reporting to

**Head of Marketing
Operations**

Last Edit Date

16th Jun 2019

This job description has been designed to clearly outline and define our expectations of your duties and responsibilities for this role at StrategiQ. This description will allow both parties to judge whether you are succeeding in what you're doing and also how you might excel within the role.

Our Values

We connect business needs with marketing strategies to achieve results.

There is quality, purpose and expertise behind every decision we make.

Our integrated team ensures that everything we do has an impact.

Our Behaviours

- 1.** We take personal pride and responsibility in the quality and impact of our work, using clients' strategy objectives for guidance and validation.
- 2.** We are never just "ticking off tasks" - we identify the value in what we are doing and ensure we are working in line with company processes and standards to help our clients grow.
- 3.** We have a natural desire to learn and develop our expertise whilst staying abreast of industry trends and best practices.
- 4.** We are honest, transparent and confident in our opinions whilst collaboratively respecting those of others. Making a mistake or saying "I don't know" is fine.
- 5.** We regularly share our thoughts and ideas with colleagues and line managers to refine our processes, develop teamwork, foster creativity and achieve results.
- 6.** We work beyond the boundaries of our own roles to ensure we deliver results against clients' business strategies and objectives.
- 7.** We communicate with peers across departments to ensure we execute the best possible deliverables and achieve results.

Company Operational Standards

Responsible for your own day-to-day time management, you will be expected to plan your diary in advance to allow your allocated work to be completed on time.

Monthly

1. Plan Team Gantt task and milestones in keeping with your calendar to ensure your work is correctly allocated, prioritised and visible.
2. Attend a regular review (Personal Development Plan or PDP) to track the progress of personal and career goals against the Quarterly PDP document.
3. Consistently maintain your Training Record to reflect all training and R&D supportive of your personal and career goals. Training Records and Manuals are to be presented to your Line Manager in PDPs.
4. R&D – appropriately schedule ‘research and development’ time to maintain your own skills, best practice and observe industry trends.

Fortnightly

1. Attend the fortnightly Company Monday Morning Meeting, contribute to share good news, progress against personal goals, updates, challenges and ideas for how we can improve as a team and company.

Weekly

1. Attend the weekly Departmental Operation ‘Stand-up’ Meeting.
2. Toward the end of each week, you should be looking at the week ahead to ensure that your GSuite Calendar is fully up-to-date where possible to provide visibility to others and planning for yourself. A week’s calendar planning should be visible at all times.

Daily

1. Maintain an accurate, daily account of your completed work through your Daily Update email to the Head of Marketing Operations and Head of Search.
2. TeamGantt – to maintain an accurate account of progress for each project worked on to ensure they accurately reflect progress. All completed work must be time-tracked in order to record actual time spent.
3. Storage & Filing – all client assets and files must be accurately stored within the Google File Stream folder structure to ensure they are accessible to all members of the team at all times.
4. Raise any critical concerns or issues with problems directly with your Line Manager as they happen.
5. Maintain adherence to all company policies around Data Management and Security.

The Role

The Digital PR Consultant is responsible for building links and establishing media coverage for our clients. Internally, you will 'own' PR & link building and be the go-to within the agency for advice and expertise on these areas.

You will work closely with the client-facing teams and Content Manager to ensure that our content marketing campaigns are well researched, well executed and produce tangible results. You should establish and build relationships with journalists and influencers in the spaces most relevant to our clientbase and continually unearth opportunities for their brands to be promoted and linked to.

Responsibilities

1. Ensure that our content marketing campaigns generate links and coverage for our clients.
2. Build and maintain relationships with useful third parties, including industry-specific influencers, publishers, journalists and editors.
3. Research and accurately maintain a CRM or database of contacts and websites that could be contacted in order to promote our clients. Your interactions with these contacts should then be logged and clearly visible for the account management team and Head of Search.
4. Contact people on behalf of clients - being sure to adopt their brand tone of voice - through whatever means necessary to get results, be that email, phone, mail, social media or communities/ forums.
5. Research, pitch and develop ideas for content marketing that will generate links, brand awareness, traffic or all of the above.
6. Provide creative solutions to link building, including finding ways to generate links without content such as brand reclamation, image attribution, community/ forum contributions, competitor link audits and any other solutions devised alongside the SEO team.
7. Use your strong writing skills to provide quick comment on behalf of clients for articles and contribute to the company blog.
8. Assist with StrategiQ's own PR activities and striking up relationships with the local & industry press.
9. Consistently analyse your work to assess the impact it has had on organic rankings, brand awareness and - wherever possible - revenue.
10. Maintain an awareness of emerging tools and software that enhance our offering and processes and keep up to date with emerging legislation that impacts content marketing

Behaviours

1. Able to meet tight deadlines and remain calm under pressure.
2. Highly organised and self-motivated - you ensure that your key daily/ weekly/ monthly milestones are always met.
3. Outgoing and excellent at striking up conversation, you are able to build relationships that last.
4. You communicate consistently well with clients and colleagues.
5. Tenacity. You are not afraid of persistence and do not rest until your outreach has yielded results.
6. You have a creative approach that breathes fresh life into old campaigns and devises high potential ideas for new campaigns.
7. Positive attitude to challenges and change.
8. Eye for detail - your outreach emails and content are always well written and grammatically correct.
9. Aware. You show an eagerness to be involved in and absorb relevant conversations around you to further your knowledge of all areas of marketing.
10. You ensure that you extract a thorough brief and then 'get stuck in' to get the work completed to a high standard.
11. You are fully entrenched in StrategiQ's business objectives and company standards.
12. Eagerness to grow within the company and develop our approach to link building and PR.

Skills

1. Have a methodical and structured approach to research that allows you to compile outreach lists and generate content ideas that will have an impact on the campaign goals of our clients.
2. A creative flair that brings life to our content marketing campaigns while not losing sight of the core objectives - be that to generate leads, demonstrate thought leadership, sell products or inform.
3. An analytical eye and general interest in using data to influence and assess your work.
4. Eye for detail and a thorough approach to everything that falls within your working day - most notably the quality of content that we put our name to as an agency.
5. A writing style that is conversational, friendly and persuasive.
6. A sound knowledge of SEO - particularly off-site ranking factors and the different types of links required in order to improve domain authority and rankings.
7. Thorough understanding of our clients and their 'why', which enables you to talk confidently on their behalf to journalists and other third parties.
8. The ability to confidently articulate ideas and opinion to your Line Manager and - where appropriate in a structured setting - the wider team or clients.
9. Be available to attend internal meetings in order to stay up to date with changes to client strategy and extract a brief for any future tasks.

Excelling within the role

At StrategiQ we foster an environment of innovation, excellence and thought leadership. As our Digital PR Consultant - you may be able to support the business further by contributing outside of your standard duties. Examples of how you may excel within the role are as follows:

1. Take the lead on pioneering our PR & link building offering - turning it into a highly profitable and results-focused service line for the agency.
2. Devise scalable new methods for acquiring links that can be rolled out across multiple client campaigns - increasing efficiencies and profitability for the agency.
3. Gaining industry accreditations in a number of key disciplines such as Google Analytics and any relevant content marketing certifications.
4. Produce case study level work that contributes to the Directors and account management team being able to upsell content marketing and link building as a service to new and existing clients.
5. Thoroughly analyse the tangible results of your work and report these upwards. We are results-focused as a business so it is important that all individuals are aware of results yielded by our marketing efforts.
6. Contribute thought leadership to internal and external communications.
7. Frequently recognised through the comments of your colleagues for your work and attitude within the company monthly MVP programme.

The listed examples above are for illustrative purposes only and do not replace personal and company objectives tracked within your PDP.

Benefits

- £1,000 Training & Conference Allowance
- Competitive salary inline with your talent, skill and experience
- 23 days holiday per year plus all British Bank Holidays
- The opportunity to attend leading industry conferences and events
- The opportunity to participate in training and certification programmes
- Inclusive fruit and hot beverages within the office
- MVP recognition programme
- Be part of a culture for learning and development
- Inclusive gym membership