

Digital PR Consultant

StrategiQ

About us

StrategiQ is a team of award-winning, value-creation specialists, spanning every brand and marketing discipline. We empower business leaders and marketing to thrive in the face of change. We integrate excellence into organisations transformation journeys to create New Future Value. We do this through tailored programmes of work that optimise, accelerate and innovate marketing activities.

Working at StrategiQ means joining a group of passionate, dedicated and visionary people; a melting-pot of personalities, skill sets and specialisms.

We are

Courageous Always doing what's right, not what's easy.

Truthful Being honest. Being resilient. Being authentic.

Knowledgeable Industry experts, pursuing the master of our craft.

Limitless Challenging norms through infinite thinking.

How this role makes a difference at StrategiQ

As a Digital PR Consultant within StrategiQ's Content & PR team, you'll play a vital role in pushing our service line forward - by ensuring all existing client PR strategies are delivered to the highest standard, helping create new opportunities and win new business. You will own the day-to-day execution of client PR strategies underpinned by clear aims, KPIs and a tactical delivery plan to hit objectives.

You'll bring your obsession with storytelling, your network of relationships and deep experience in PR and media relations to push boundaries and create value for our clients. As part of the Content & PR team your work touches every service line in StrategiQ, so you'll work with colleagues in all departments, taking ownership of your work and often working at pace to make an impact for our clients.

Skills & experience we want you to bring and develop

Technical skills and experience

Digital PR - well-rounded approach and demonstrable experience knowledge in digital PR, media relations and link building with successful campaigns and earned coverage results for clients

Essential

Relationships - network of contacts with journalists, influencers and media outlets	Essential
SEO knowledge - understanding of basics of SEO including how link building, digital PR and content come together to support performance	Essential
Tools - experience with key tools including media databases and reporting software	Essential
Creativity - raising the bar on PR creating content that engages across different audiences	Essential
Research - researching & understanding the client needs, industry and target audiences	Essential
Commerciality - understanding of agency business model and financial management	Essential
Pitching - experienced at pitching and winning work and participating in pitch teams as social media expert	Essential
Experience - 5+ years experience working in digital PR in either agency or in-house environment	Essential

Power skills and experience

Communication - active listener and confident communicator. Able to present ideas clearly and engage people with your work	Essential
Curiosity - bringing curiosity to all situations and asking questions that build knowledge and understanding	Essential
Collaboration & teamwork - confident working within a multi-disciplinary team, identifying challenges and supporting delivery of the best work	Essential
Problem solving - able to ask questions to understand a problem and propose solutions	Essential
Attention to detail - understanding the importance of and delivering to a high-standard with accuracy of information, spelling and grammar, and clear presentation of work	Essential
Time management - expert plate spinner able to manage different parts of the role and sometimes conflicting priorities, asking for support where it's needed and making sure we keep our commitments	Essential
Resilience - recovering from set-backs and seeking support to help you work through learnings	Essential

What you'll be responsible & accountable for

- Responsible for designing and implementing world-class digital PR strategies, you'll focus on hands-on delivery including outreach strategies, writing press releases and outreach pitches and delivering tangible results
- Responsible for developing creative digital PR strategies for clients with innovative, data-driven approaches that deliver against client objectives
- Responsible for developing and nurturing relationships with a wide network of journalists, content creators, influencers and media outlets
- Responsible for contributing to winning work with existing and new clients. Identifying opportunities, playing a role in chemistry meetings, writing proposals and pitch decks
- Responsible for leading and contributing to reviews of performance across your clients, proactively making recommendations and adjusting our approach to deliver the best results for clients where we are never just 'ticking boxes'
- Responsible for reporting on your work and supporting Client Directors or Client Managers to demonstrate the impact of our work, including at QBRs
- Responsible for delivering high-quality work that meets agreed budgets

When you're successful in this role

- You'll bring new thinking and a high level of creativity to our clients PR challenges, inspiring and exciting them about the role Strategiq team can play for them
- Your reputation internally means you'll be called on for your expertise and involved in efforts to win new work and grow the impact of our team.
- You'll be respected by clients who seek and listen to your perspective to inform their marketing strategies.
- Alongside other measures, your principal performance metrics will be:
 - a. Coverage and link placements
 - b. Client feedback on your work
 - c. Tasks completed on time
 - d. Utilisation

Your typical week

- **60%** - hands on delivery of PR campaigns
- **20%** - client strategy, audits, reporting and pitching
- **10%** - training, mentoring others and R&D
- **10%** - client communication, internal collaboration and admin

A successful first 6 months with Strategiq

In 3 months you will have:

- Built great relationships with key peers around the agency; establishing your internal network and sharing the skills and knowledge that you bring to the team
- Grown your understanding of Strategiq, our service lines and our clients so that you can talk confidently about what we do and have a good understanding of the businesses for our key clients
- Delivered and executed PR strategies for clients successfully - shaping strategy, proposing work to clients and successfully delivering all aspects of the work

In 6 months you will have:

- Contributed across many clients and projects bringing valuable insights to shape and deliver PR campaigns
- Successfully contributed to new business with existing or new clients, actively contributing ideas to shape the opportunity, meeting with clients and forming part of the pitch team