



Brave digital. Expertly done.

# Digital PR Consultant

## Job Description

Content & Digital PR

Greenlight Digital Ltd

The Varnish Works, 3 Bravingtons Walk  
King's Cross, London, N1 9AJ

<http://www.greenlightdigital.com/careers>

+44 (0)20 7253 7000  
[iwanttowork@greenlightdigital.com](mailto:iwanttowork@greenlightdigital.com)



# The home of **GREENLIGHT**

From flexi-time, on-site physiotherapy, 25 days' holiday entitlement, private medical insurance to ongoing training programmes and much more, we do our best to ensure everyone is able to work in a supportive, fun and engaging workspace that encourages growth and development.

WHAT  
WE DO



## Job specification

Title: Digital PR Consultant

Salary: Competitive based on experience/£25,000-£30,000

## Job purpose

We're looking for an experienced and passionate digital PR expert to join the Content & Digital PR team. You'll be working with a team of copywriting, strategy, creative and digital PR professionals to deliver excellent work that ticks all the right boxes.

In this mid-weight role, you'll work within a team of digital PR experts of all levels, reporting to the Digital PR Manager. Placing content and links for a wide roster of clients, you'll have proven experience of placements in top tier global media and the ability to reach coverage KPIs efficiently within a timeframe. You'll also have experience of creating campaign concepts and outreach strategy to a high level, producing interesting and newsworthy campaigns.

You'll be involved in projects from ideation to reporting, so teamwork – and the willingness to get stuck in – is a must.

## Role & responsibility

### Digital PR

- Perform quality outreach over multiple channels, including phone and email, leading to demonstrable results against campaign KPIs
- Work alongside copywriting, strategy and design teams to keep projects running to time, assisting in the creation of timelines and press packs etc.
- Craft outreach strategies, creating multiple press angles for different press demographics
- Develop and maintain strong personal relationships with key publishers across target media demographics
- Identify publishers through social media/link analysis, use of journalist databases, real engagement with online communities and attending industry events
- Maintain and develop Greenlight's press and media contact database, as well as creating relevant contact lists for client campaigns

- Identify and work alongside expert influencer partners in order to create client campaigns, negotiating payment, assessing content produced and managing relationships
- Receive feedback and use it to grow and improve as a Digital PR specialist

### **General**

- Contribute to brainstorming and campaign ideation sessions, ensuring all campaigns are both realistic and exciting, while also bringing fresh ideas to the table
- Report on campaign successes and learnings to wider team
- Coordinate with different teams to make sure that your content always delivers results
- Research clients, their competitors and target audience. Identifying content that works
- Support senior members of the Digital PR team
- Work with client-facing teams to present results back to clients, with potential to be client-facing via phone and meetings
- Industry updates – spend time each week monitoring industry blogs and headlines to ensure you and the team are up to date on the latest happenings, allowing you to expand your knowledge and contribute in a meaningful way to team discussions

## **Qualification & skills requirements**

The ideal candidate has previous digital PR and content marketing experience, is highly adaptable and passionate about outreach. This is an exciting role for a digital PR specialist to grow their experience in a highly-respected agency.

### **Must-haves**

- At least 1-2 years' experience in digital PR or content marketing role, either at an agency or client-side
- Demonstrable experience of high-profile placements and hitting campaign KPIs
- Knowledge of different media demographics and news cycles, with 'little black book' of contacts
- Demonstrable knowledge and understanding of content marketing, including outreach strategy
- Proven ability to work to hit campaign targets against tight deadlines

- Strong verbal and written communicator
- Experience with MS Office

#### **Nice-to-haves**

- Good working understanding of SEO, especially off-page SEO
- Copywriting skills, or some experience of creating press releases
- Experience in data analysis
- Experience of Finance, Tech, Legal or Manufacturing sectors
- Experience of one or more of the following tools: Buzzstream, Vuelio, AHRefs, Majestic, Buzzsumo
- Sales experience

#### **A little bit about you**

- Has a can-do attitude and a good sense of humour, while being energetic, positive and proactive
- Passionate about digital marketing and digital PR, with a real love for creating content campaigns and connecting with people
- Interested in the psychology behind successful sales and outreach strategies
- Open to and welcome feedback in order to grow as a Digital PR
- Have a flexible and open mindset
- Unafraid of asking questions and seeking out new opportunities
- Like a challenge and soak up opportunities to learn new skills and knowledge across multiple disciplines
- A team player who can handle stressful situations and deadlines with professionalism
- Driven to contribute to a friendly and open team atmosphere, promoting positivity and making real connections with colleagues

# What you'll get

Our employees make us who we are, so to make sure we attract and retain the best and brightest brains in the industry, we offer an attractive benefits package. As well as all the usual perks you would expect from a leading agency (stylish office, tick! Pool table, tick! Friday beers, tick! daily breakfast and fruit, tick!), here are a few more benefits we think you might also like:

- **Agency bonus:** Rewarding you for over-delivering on revenue and contributing to new business
- **Flexi time:** Do your daily hours any time between 8h00-18h30
- **Above-stutory employer's pension contribution:** It matters, so we make sure it's done properly (4% contribution)
- **Private medical insurance:** To keep you fighting fit and give you and your family peace of mind
- **Life assurance and income protection:** We know it feels good to be covered, just in case
- **On-site physio:** Fortnightly visits from a highly skilled and qualified physiotherapist
- **Yoga classes:** Weekly hour-long sessions for the yogis among us
- **Mindfulness sessions:** To teach you stress-busting, headspace-increasing techniques



# Manifesto

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We're a company of committed and curious people.

A group of diverse and expert minds, who understand that brands need to delight and reward if they're going to earn the right to talk with people.

So, we refuse to get by on 'best practice'. We don't see the point in phrases like 'user needs'.

Instead, we get to what people actually want.

We work with people who also trust their instincts and are just as bold with their vision as we are. People who know that to get noticed, you have to be different.

For us, it's all about marrying data with creativity, backed by bulletproof technology. A blend of hard logic with the kind of ideas that hit you with crystal clarity in the middle of the night.

Not head *or* heart. Both.

## Our values

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If it doesn't feel right, we speak out.

We act on our curiosity,  
and question things



The devil's in it.

So, we keep our eyes on it.

# Brands we've worked with

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The electronics specialist  
**maplin**

**ebay**

 HarperCollins.

**ghd**  
good hair day, every day

**Bright House**

  
new balance

 Electrolux

LAURA  
ASHLEY

THE  
BRITISH  
HOME  
STORE

 HURTIGRUTEN

BURTON  
MENSWEAR  
LONDON

**MASTER of MALT**  
*keeping you in fine spirits since 1985*

  
HISCOX

*Rapha.*

**SIEMENS**

Currys 

極度乾燥(しなさい)  
**Superdry.**

  
MILLENNIUM  
HOTEL



**Carphone Warehouse**  
VICTORIA BECKHAM

FOOTASYLIUM 

LIBERTY  
LONDON

**mbna**

**BBC**

FURNITURE  
*Village*

 **wex**  
photographic

**EURONICS** 

  
Legal &  
General

**32Red**



# Our story

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Greenlight has lived and breathed digital since 2001, when we started as three people in an old North London print shop. Today, we're a full-service digital and commerce agency made up of 170 people, with a reputation for producing integrated, transformational strategies across the entire digital space.

We're still run by the very same people who set us up, and we're proud to be independent. It means we can move more quickly, boldly and effectively.

Our approach is data-led, and 100% audience focused, which allows us to solve problems in the most impactful and measurably effective way for our clients. Of course, all this would mean nothing without our incredible staff. Our teams are made up of some of the most skilled, passionate, and inquisitive minds in the industry. People who really care about making a difference, and who our clients genuinely enjoy working with.

It's this focus and passion that's seen us deliver innovative work for brands such as ghd, Dixons Carphone, Superdry, Furniture Village, and eBay in over 30 countries.

We're the people that grow our clients' business, by putting their customers first.

And with over 140 nominations and awards under our belts, we think we must be doing something right.