

## Job Description: Digital PR Manager

### Primary Role

Your role will be to design, build and deliver digital PR and outreach campaigns for our clients, mainly in the legal sector.

We are currently running SEO or PR projects for around 70 clients, ranging in size from small locally-focused campaigns to large national projects, and this number is growing. Digital PR is a key part of these campaigns and we now want to expand our team.

Working within our Marketing Services team, you will manage the whole process of identifying sites to target, pitching content to site owners and journalists, writing the content and ensuring it's delivered in a timely manner.

You will work alongside our other Digital PR Manager but will primarily be responsible for your own workload and meeting deadlines.

Using your enthusiasm for PR, outreach, content and digital marketing, and with excellent communication and organisational skills, this is a fantastic opportunity.

### Main Responsibilities

The following is a list of the main tasks this job role will handle, but is by no means an exhaustive list and may be varied from time to time:-

- **Outreach management**
  - Identify sites to target and running technical (SEO) checks using Ahrefs to ensure they pass required quality standards
  - Review our client's websites to find creative angles to pitch
  - Contact site owners, build relationships with them, pitch content and ensure follow up is done on a regular basis
  - Plan content to be written and write the blogs yourself (or on occasion, brief copywriters)
  - Ensure content is proofed
  - Ensure invoices are passed to the Accounts team to be paid
- **PR management**
  - Discuss PR approaches with the client and understand their business
  - Build and maintain relationships with journalists
  - Come up with angles to pitch content/ideas, brainstorm campaign ideas with our other Digital PR Manager
- **Programme design and implementation**
  - Use various tools to track progress with work and ensure monthly deadlines are met
  - Follow the current process and make improvements where necessary
  - Maintain a database of sites and journalists to target
  - Develop content ideas and ensure content is delivered on spec and on time
  - Liaise effectively with clients or their Account Manager so that they understand what the campaign will entail
- **Client facing activities**
  - To be a key member of client facing meetings as required at any stage of the sales or delivery process, and be happy to contact clients directly to discuss outreach and PR
  - Grow your own personal profile as a credible Digital PR expert in the legal sector
  - Deliver client training sessions from time to time

- **Maintenance of professional knowledge**

- Be professionally aware of the latest developments in digital PR/outreach, and SEO (including products and algorithm updates), and the latest thinking on best practice
- Grow knowledge and expertise of our products and competitors

## Desirable Skills

Applicants must have the following experience:-

- Minimum 1 year experience in a digital marketing role, preferably in digital PR/outreach, or have journalism experience
- Knowledge of best practice and principles of digital PR and web marketing
- Strong written and verbal communication skills, including pitching/PR (creating a buzz around content you're looking to promote), coming up with creative ideas and writing press releases and blog posts
- Managing your own workload and ensuring it's delivered correctly and on time
- Working closely with peers to allocate work between you and brainstorm ideas
- Excellent organisational, project and time-management skills, managing multiple projects
- A basic understanding of the legal market, trends and services provided by lawyers/solicitors
- Excellent attention to detail
- Knowledge of data manipulation and analysis using Excel
- Database management and email software (Airtable, Cision, MailChimp)
- Using a suite of SEO tools, including Google Analytics and Ahrefs
- Self-motivation and a strong desire to learn
- Be available to attend workshops, seminars and training programmes as required

## Salary & Benefits

- Dependent on experience but expected to be in the range of £23,000-£28,000
- 25 days holiday + 8 bank holidays
- Contributory Pension (3% from Conscious, 5% from you)
- 2 paid days charity work allowance per year
- Awesome staff area
- Free eye tests
- Long Service rewards and recognition
- A staff referral scheme giving you the opportunity to earn up to £400 for recommending a friend.
- CycleToWork and Techscheme schemes in place

## Location

- Royal London Buildings, 42-46 Baldwin Street, Bristol, BS1 1PN or another office in central Bristol should we ever move.
- The majority of the team are currently all working from home with a few people in the office and a plan in place for a fully flexible approach to work going forward. Remember, "work is a thing you do, not a place you go"

## Hours of Work

- Monday to Friday
- 37.5 hours per week
- 9.00am to 5.30pm (unless otherwise agreed)
- As part of the role you may be expected to travel to clients' offices from time to time; sometimes this may involve out of hours travel

## Reports To

[Sarah Wyatt](#) - Head of Marketing Services

## To Apply

Send a CV and covering email to [sarah@conscious.co.uk](mailto:sarah@conscious.co.uk) explaining why you are interested in the role.