

JOB DESCRIPTION/ PERSON SPECIFICATION
Digital PR Account Executive

JOB TITLE:	DEPARTMENT:
Digital PR Account Executive	Digital and PR
RESPONSIBLE TO:	RESPONSIBLE FOR:
Digital Marketing Manager	No direct reports
ROLE OVERVIEW	
<p>As Digital PR Account Executive, you will report to our Digital Marketing Manager to develop and manage the delivery of digital publicity and campaign concepts for Narrative's extensive portfolio of clients. Although you will work most closely with the Digital Marketing Manager, your role will straddle both Digital and PR Teams, enabling you to deliver truly integrated campaign outcomes for clients that include on and offline PR activity. Externally, you will be working closely with key journalists, bloggers and other media influencers, and will be required to grow and maintain your own little black book.</p>	
KEY RESPONSIBILITIES	
<ul style="list-style-type: none"> • Responsible for digital PR initiatives and online community management for multiple clients, across a range of industries. • Responsible for planning and implementing digital PR campaigns in line with clients' business goals. • Regularly research and source partners/influencers, create relationships and maintain a database of online and offline contacts. • Use search and insight tools to support campaigns. • Plan, source and evaluate content for multiple social media platforms. • Work across internal teams to collaborate on creative ideas, online strategy and PR opportunities. • Attending events if necessary. • Working closely with and supporting the Digital Manager and the PR team to ensure seamless digital and PR outcomes for clients (as part of a fully integrated approach.) 	

- Keeping up to date with industry trends, practices and developments (digital industry, clients' industry and agency industry)
- Develop client communications plans with schedules, priorities, responsibilities and briefs; identifying key influencers and channels that will increase the client's online visibility and support business goals.

PERSON SPECIFICATION AND CORE COMPETENCIES

- Minimum 2 years PR/Digital experience
- Strong knowledge of regional media, online media and blogging community
- Clear understanding of online consumer behaviour
- Experience of creating and managing content for social media to support business goals.
- Strong understanding of content, inbound and search marketing.
- Strong understanding of on and off-page SEO.
- A desire to continue learning about digital trends and developments, with the aim of expanding your skillset.
- Strong understanding of key social media platforms and how they are used by individuals and brands (Facebook, Twitter, Snapchat, Pinterest, YouTube, Tumblr, LinkedIn, Google+ and Instagram, for example.)
- Strong copywriting skills, especially for online audiences.
- Good reporting and analytical skills, and ability to use insight to develop future campaigns.
- Experience of Google Analytics and social media analytics platforms (on-site or through platforms such as Hootsuite, Tweetdeck, Meltwater, Sprout Social etc).
- Confidence to build relationships both internally and externally.
- Energy, enthusiasm and passion for all things digital.
- A willingness to give your role, team, and the wider business everything you've got, with a view to internal progression.

OTHER:

- Relevant academic qualification such as Google Squared, DMI, CIM or CAM.

- Experience with tools such as Open Site Explorer, Google Keyword Planner and Google Search Console.
- Contacts within regional and online media such as journalists and bloggers
- Full UK Driving Licence.

