

JOB TITLE	Digital PR Account Executive
DEPARTMENT	Digital and PR
RESPONSIBLE TO:	Digital Marketing Manager



ROLE OVERVIEW

As Digital PR Account Executive, you will report to our CEO to develop and manage the delivery of digital publicity and campaign concepts for Ginger Comms extensive portfolio of clients. 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 projects.

KEY RESPONSIBILITIES

- 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 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.
- 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, TikTok, Instagram, Pinterest, YouTube, LinkedIn, 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.
- Confidence to build relationships both internally and externally.
- Energy, enthusiasm and passion for all things digital.