



Brave digital. Expertly done.

# Junior Content Strategist

## Job Description

**Content & Digital PR**

Greenlight Digital Ltd

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# 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: Junior Content Strategist

## **Job purpose**

The Junior Content Strategist is responsible for helping with the ideation, creation, management and development of outreach strategies for Greenlight's extensive client base, to gain natural links, social engagement and PR exposure. This role reports directly to the Content Strategy Manager and will sit within a team of strategists, working with relevant client and internal teams and stakeholders, in particular, the SEO Consultancy team, the Digital PR and outreach team and the Copywriting/Creative teams.

## **Role & responsibility**

Help create innovative, creative and engaging campaigns that will earn natural links for SEO purposes, social media engagement and PR exposure.

- Help develop content for existing and potential clients – exercising creative thought, link earning expertise and commercial knowledge.
- Participate in creative brainstorming, always being willing to proffer new content and outreach ideas.
- Identify opportunities for content that will generate interest, coverage and links for our clients, both within the blogging sphere and mainstream news outlets.
- Assist the team of strategists with identifying clients' audiences and use this data to more accurately suggest content ideas that will resonate with our target audience.
- Work closely with your line manager, account teams and client services to ensure delivery of strategies are up to date and creative ideas are realistic.
- Work seamlessly with the digital PR and outreach specialists, copywriters, SEO consultants, designers and client services who will be aligned to the same client accounts as you.

## **Qualification & skills requirements**

You will ideally have one year's experience or a graduate in a relevant field and a good understanding of content marketing, SEO, outreach and/or PR.

### **Essential Experience**

- Good understanding of SEO, particularly related to off-page SEO factors. It's essential that you have a progressive attitude to SEO.
- Demonstrate an understanding of the evolving digital content and engagement/PR space.

### **Desirable Experience**

- Good grasp of baseline online marketing: SEO, Web Site Analytics (Google, Omniture, Compete), Web Site Design & UI, Content Development, Domain Research and Selection, Blog Platforms and Technologies.

### **Essential Skills**

- Creative, diplomatic and calm under pressure
- Great interpersonal skills; ability to build and maintain relationships easily
- Great communication skills; ability to effectively communicate information and ideas in written and verbal format
- Confident with building relationships
- Team player who can work effectively with teammates and other members in the wider agency
- Methodical and organised
- High attention to detail
- A proactive attitude to work
- A can-do attitude
- A willing to constantly learn and develop

### **Desirable Skills**

- Additional language

# 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

**BrightHouse**

  
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 

頑度乾燥(しなさい)  
**Superdry.**

  
MILLENNIUM  
HOTEL



**Carphone Warehouse**

VICTORIA BECKHAM

FOOTASYMIUM 

LIBERTY  
LONDON

**mbna**

**BBC**

FURNITURE  
*Village*

  
wex  
photographic

  
EURONICS

  
Legal &  
General

  
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# 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.