



Brave digital. Expertly done.

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: Content Strategist

Job purpose

The Content Strategist is responsible for helping with the ideation, creation, management and development of outreach and social media strategies, in order to gain natural links, social engagement and PR exposure. The 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 and Creative teams.

Role & responsibility

Creating innovative creative and engagement campaigns that will earn natural links for SEO purposes, social media engagement, referral traffic and PR exposure.

- Develop content strategies for potential and existing clients – exercising creative thought, social media and link earning expertise, and commercial knowledge.
- Identify opportunities for content that will generate interest, coverage and links for our clients, both within the blogging sphere and mainstream news outlets.
- Identify clients 'audiences and use this data to more accurately suggest content ideas that will resonate with our audience.
- Working closely with your line manager, account teams and client services to ensure delivery of your strategies and that best practices are up to date and creative ideas are realistic.
- Hosting and/or participating in creative brainstorms, always being willing to proffer new social media, creative, outreach and content ideas.
- Develop partnerships with clients and establishing yourself as a trusted source of new media insight and knowledge.
- Work seamlessly with Digital PR, Copywriters, SEO consultants, Strategists and client services who will be aligned to the same client accounts as you.
- Act as an advocate of adoption of social media and engagement within the company
- Evaluate existing content and audiences and suggest new methods to support agency strategies

Qualification & skills requirements

- SEO, social marketing and link acquisition experience:
- Experience in conception and creation of content and an understanding of how to tailor it to each digital platform, with the aim of attracting natural links, journalistic coverage and social engagement.
- Experience in creating highly sharable 'viral' content.
- Strong SEO knowledge, particularly related to off-page SEO factors. What makes sites rank, and how will that change in the future? It's essential that you have a progressive attitude to SEO.
- Professional experience using social media and blog management, either client side or within an agency.
- Demonstrable passion and understanding of the evolving digital content engagement/PR space.
- You should be brimming over with innovative, workable ideas and the practical abilities to bring these concepts to life, with complete confidence in creating and running groundbreaking campaigns.

Desirable Experience

- Previous experience in blogger outreach or PR as well as content creation/ideation and creative marketing.
- Previous experience overseeing content campaigns is ideally required, with demonstrable knowledge and understanding of the digital industry.
- You will need to be as comfortable addressing current clients, senior stakeholders and potential clients, including board level, as you will be briefing internal design and content teams.
- Strong grasp of baseline online marketing: SEO, Web Site Analytics (Google, Omniture, Compete), Web Site Design & UI, ROI Analysis, Content Development

Essential skills

- Comfortable engaging professionally; strong presentation and speaking skills ideal
- Creative, diplomatic, cool under pressure and fantastic interpersonal skills. Ability to build and maintain relationships easily. Ability to effectively communicate information and ideas in written and verbal format and build and maintain relationships. Must be comfortable engaging with clients at a managerial level.
- A team player who can handle stressful situations and deadlines with the utmost of professionalism.
- The ability to create multiple white hat/content-based strategies from concept all the way through to delivery and reporting your successes.

- Methodical, organised (you will work on multiple projects at once), with high attention to detail.
- A proactive attitude to work, establishing what needs to be achieved and how to go about it, without the need for constant supervision and guidance.
- A willing to constantly learn and develop

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

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



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

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 

湿度乾燥(しなさい)
Superdry.


MILLENNIUM
HOTEL



Carphone Warehouse

VICTORIA BECKHAM

FOOTASYMIUM 

LIBERTY
LONDON

mbna

BBC

FURNITURE
Village

 **wex**
photographic


EURONICS


Legal &
General


32Red

Our story

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.