



Senior Digital PR & Link Building Executive

Type: Full time

Who are Brick?

At Brick Digital, we are a small but growing team of marketers who are passionate about helping to build businesses through innovative and strategic search marketing. We thrive on partnering with ambitious companies, growing alongside them, and having fun along the way.

We operate with a revenue-first approach to search marketing in order to deliver what our clients want most, revenue growth!

We pride ourselves on being specialists in search marketing (SEO & PPC) and that is just one of the reasons why our clients enjoy working with us.

As a growing business we are focused on internal progression and the continued development of our team to ensure our clients are working with experts in the field of search.

So if you're looking to work somewhere that values your ideas, promotes autonomy and offers a welcoming working culture, apply today!

Why are we hiring?

Due to a growing client list of ambitious companies we are looking to improve our Link Building and Digital PR offering by developing inhouse talent so that we continue to deliver the best results for our clients.

The successful candidate will be a key part of a new client offering at Brick Digital and someone who we would like to see take ownership of our Digital PR service and with time, develop an internal team.

Who are we looking for?

As a team of specialists we are looking for someone who is keen to excel, do great work to drive amazing results for our clients, and to be part of a dynamic team.

Brick Digital is all about providing a no-jargon, reliable search marketing service to our clients that, put simply - drives more revenue. This is something we try to embody as a team so that our clients can feel relaxed running their business whilst we drive growth!



If you are someone who enjoys thinking outside of the box to create innovative solutions and thrives on seeing the great results that come as a result of them then you are what we are looking for.

The Role

You will report directly to the Director to provide updates on client campaigns, as well as working alongside the SEO team.

As the first dedicated member of our Digital PR team you will be part of forming this area of the agency and will therefore have the opportunity to progress to manager as this team grows.

In the role you will be responsible for generating great content ideas for our clients, that publications will love, and managing outreach to relevant journalists and publication to achieve placements.

You should have a natural ability to craft great content, passion for following trending topics, and excellent communications skills. The ideal candidate will have 2+ years of experience in a Digital PR/Link Building role as well as experience in effectively communicating directly with clients.

Responsibilities:

- Develop ideas, implement, and manage effective digital PR strategies to promote our clients' online presence and search engine rankings.
- Establish and maintain strong relationships with influencers, bloggers, journalists, and other industry professionals.
- Coordinate with SEO and Content teams to ensure all digital PR activities align with our clients' SEO strategies.
- Develop captivating and engaging content for PR campaigns, including press releases, pitches, Q&As, and blog posts.
- Monitor, track, and report on the success of PR campaigns, making data-informed decisions for future strategies.
- Keep up-to-date with industry trends, emerging technologies, and SEO best practices to inform the development of PR strategies.
- Deliver regular backlinks from your PR and outreach campaigns.
- Conduct detailed backlink analysis, strategize and execute effective link building campaigns.
- Monitoring trends from news and social media outlets to craft timely content ideas for Digital PR & Link building campaigns.



Required Skills & Experience:

- Excellent verbal and written communication skills.
- 2+ years experience in link building and/or Digital PR.
- Strong project management skills with a focus on attention to detail and delivering results.
- Prove track record of landing backlinks within relevant publications.
- Ability to multitask and work effectively under pressure.
- Creative thinker with excellent problem-solving skills.
- Proficiency in SEO tools like SEMRush, Ahrefs, or Moz.
- Data-driven decision-making abilities.
- Ability to work collaboratively within a team as well as independently.

Desirable Skills & Experience:

- Proven experience in an agency environment.
- Familiarity with SEO best practices and how PR can influence organic search.
- Exceptional writing and editing skills, with an ability to tell engaging stories.
- Skilled in creating and implementing digital PR campaigns.
- Understanding of SEO tools such as Ahrefs and Semrush, Google Analytics, and outreach tools.
- Excellent networking skills with a track record of building strong relationships with online media and influencers.
- Strong organizational and time management skills.
- Knowledge of the latest digital marketing trends and techniques.

Why join Brick?

Just like our clients, we're an ambitious company who are looking to grow and help even more businesses grow too. As part of this growth we want our team to develop with us and be our manager of the future!

Benefits and rewards include:

- Hybrid working
- A company culture that promotes work life balance, fun and team support
- 23 days holiday + bank holidays (increasing by 1 day for every year with us!)
- Enrolment to our pension scheme (optional).
- A commitment to continued learning and development for our team
- Regular team lunches, socials and Deliveroo vouchers!
- Brick Digital merch like T-shirts & Hoodies to go with our smart casual dress code



- An amazing selection of restaurants, bars, and takeaways within a stones throw of our office!
- The opportunity to have your voice heard and contribute to the development of our brand

Salary: £30,000 - £37,000 per annum - Depending on experience

Your Application:

Please email your CV and a short cover letter (200 words maximum) to:

lorenzo@brick-digital.co.uk