

# PR Manager – Customer Generation Business

**Job Type:** Permanent, Full-time

**Location:** Didsbury, South Manchester

**Salary:** £30,000 to £35,000 /year

**mmadigital** is a customer acquisition agency – engaged with UK law firms and other professional services businesses – generating new enquiries for them utilising proprietary technology together with digital marketing and marketing channel expertise.

Due to rapid growth, we are looking for an in-house PR professional with a passion for technology, someone with the journalistic flair to articulate technical content in an engaging and straightforward way.

You'll have 3 years' experience as a minimum, with exposure to the legal/professional services sector – either in-house, or within an agency handling accounts in that sector, where you will have had direct exposure to the delivery of measurable results for your clients.

The role will involve both managing mmadigital's B2B PR activity - to engage with our professional services clients e.g. law firms, as well as the developing quality B2C content for our many lead generation brands e.g. The Medical Negligence Experts. The role will be 50/50 B2B and B2C.

You will be the kind of person who is methodical at planning, able to work with a range of practitioners, can get to grips with key audiences quickly, and can pull together plans that make sense, are achievable and measurable against agreed KPIs.

Social media will be an important part of the role; however, you'll thrive on speaking to real people, building lasting relationships with journalists and editors from a range of media outlets. You'll know that a phone is more than just for Instagram and have a media contact list to call on to get things placed.

It's going to be hard work across both B2B & B2C disciplines, but you'll be working alongside smart, warm hearted people who thrive on delivering great work.

## Main responsibilities

- Working within the mmadigital B2B marketing team to deliver the business' brand vision
- Planning and executing mmadigital's PR campaigns as part of the B2B marketing plan
- mmadigital's B2C brands' campaign planning, research and execution
- PR campaign measurement and reporting (both B2B & B2C)
- Media outreach and management (both B2B & B2C)
- Cross business liaison

## Skills required

### Essential

- 3+ years relevant experience
- Exposure to the legal services sector
- Excellent written and spoken skills
- Methodical creativity
- Excellent planning capability

- Research as a natural passion
- Great relationships with 'the media'
- CRM experience
- SEO content production
- Competence in using Microsoft Word, PowerPoint & Excel
- A commitment to detailed reporting
- A love of interacting with people

## Beneficial

- Website CMS experience
- Managing Social Media Accounts
- Technical competence; understanding of web technologies and terminology
- Public speaking experience

## What we offer in return

- A relaxed work environment in a converted church in the heart of Didsbury Village;
- Regular social and team events
- Free fruit and a wide range of complimentary drinks
- Early finish at 4pm on Fridays
- Exposure to a dynamic team implementing cutting-edge marketing practices in the lead generation market
- Ability to contribute to the development and creation of the company's brand and success

If you have a passion for PR and are driven to deliver outstanding, innovative and measurable PR campaigns, then please apply today.

## To apply

Email your CV together with a covering message detailing why you are interested in this position to Rob Macfarlane, Director of Marketing Performance at [rob.macfarlane@mmadigital.co.uk](mailto:rob.macfarlane@mmadigital.co.uk).