

## Digital strategist – Job framework

Barley's mission is: **Communication that matters**

Our vision is: **Smart people making a difference through brilliant work**

### Your key responsibilities

1. **Client work:** plan and oversee client organic and paid digital, social and web work ensuring appropriate integration, award-winning standards and creativity, and working closely with account leads
2. **Barley work:** develop a clear strategic approach for Barley's own channels, working closely with Barley directors and colleagues
3. **Business development:** combine your creativity and expertise to help win new business
4. **Supporting Barley colleagues:** support Barley colleagues across our client portfolio where your digital, content and web support is required

### How it will work

#### Client work

You will lead and develop our digital, content and web work, helping Barley deliver integrated programmes of the highest quality and creativity. Working closely with the directors and partners, you will help ensure Barley is effectively positioned as a truly integrated agency.

You will provide strategic advice to account team colleagues across the business. You will also support the development of our pool of organic and paid digital, social and web specialists, helping to ensure that the team used on each piece of work is appropriately skilled and experienced and that quality standards remain high.

We envisage that you will:

- Provide strategy and planning for clients, particularly those with consumer audiences
- Provide advice to clients and account team colleagues as required across our client portfolio
- Conceive ideas for digital campaigns and retainers, with creative content, social media and paid advertising.
- Manage digital programmes for clients, including developing/reviewing social media plans, calendars and leading social media advertising campaigns
- Help Barley ensure existing clients are aware of additional digital and content opportunities
- Work alongside media and creative teams to ensure all PR and brand work is represented successfully over client and Barley digital channels
- Work alongside the creative team to ensure that all digital, social and web work Barley produces is contemporary and of a high quality
- Stay up-to-date with the ever-evolving digital, paid and social media landscape including opportunities available through new techniques, platforms, channels and features.

## **Barley work**

Barley's website and social channels (currently LinkedIn and Twitter) are our shop window. It is vital that the content and copy we share is reflective of the creative, high-quality work that we produce for our clients.

You will work closely with Barley directors and colleagues to develop and implement a digital and social strategy for Barley, ensuring this is aligned with Barley's vision, mission, values and brand guidelines. This will include any recommendations on new channels and content such as videos, blogs, opinion pieces and newsletters that will support Barley's reputation and growth.

You will coordinate with Barley colleagues to ensure that our work, award successes and other news are shared in a timely fashion, ensuring that these are presented in a way that will engage existing contacts and attract new followers.

Your creative ideas will be shared with Barley directors well ahead of the proposed scheduling time to allow time for the development and approval of high-quality content.

## **Business development**

Whilst we want to give you sufficient client work to get stuck into, we also want to ensure you have the capacity to win and bring in additional work. This may include providing support on the digital/content side to win integrated programmes as well as the increasing number of organic and paid digital/content opportunities.

## **Supporting Barley colleagues**

It is vital that you work well with others to ensure there is a team of social and content colleagues to support our client work and business development.

You will also need to work collaboratively with colleagues on a wide range of areas from events to policy work and from traditional media to consultation and engagement to ensure a successful integrated approach.

We will want you to be able to keep the wider client-facing teams updated on the range of communications opportunities in the sphere of digital, social and web so that understand these and feel comfortable referencing these in client and new business conversations.

From time to time we may ask you to support on other aspects of the business as required.

## **Measures of success**

On an ongoing basis we will gauge the success of your employment with us by the following measures:

- You are highly motivated and feel valued
- You are working on clients and issues that matter
- You are delivering great work for your clients
- The clients you work on are delighted and confident to recommend us to others
- You have positive, supportive relationships with your colleagues
- You are helping Barley to win new business and to grow

We believe in regular feedback and open dialogue, rather than formal periodic appraisals. Please feel free to request a conversation if at any point you wish to talk about how things are going.

## Attributes

The successful applicant will need to be able to demonstrate the following attributes:

- Aligned with Barley's vision, mission and values
- Strategic mindset with ability to conceive and carry out digital campaigns
- Collaborative approach and able to work closely with creative and media teams
- Creative eye for digital design trends
- Polished copywriter
- Able to develop a pool of freelance social, digital and web experts
- Versed in developing plans and executing both organic and paid social media
- Adept at working in a fast-paced communications agency setting

## WE OFFER

**Fair Pay**  
Market rate pay and benefits and never below the living wage  
Generous commission on new business.

**Life Balance**  
Flexibility to work where and when you want, with kit and systems to support that. We judge performance on results and happy clients, not on hours spent at a desk.

**Opportunity**  
The chance to work on issues that matter, alongside brilliant colleagues.  
A culture of learning, development and support, free from politics and red tape.

The diagram features the word 'FLOURISH' in large white letters, each inside a white oval, arranged in a circle. In the center of this circle is a dark teal ring containing the words 'Curiosity', 'Passion', and 'Integrity'. At the very center is a smaller teal circle containing the text 'Mutual trust and respect'.

**Honesty**  
Integrity and trust sit at the heart of our relationships with each other and with clients. If there's an issue or a mistake, we need to know about it and get things back on track as soon as possible.  
If you're not sure what you're doing, just ask for help, don't bluff!  
And put your hand up if you're struggling with your workload.

**Shining Work**  
We need your best work, every time. We want clients to be delighted.  
"It'll do" is not acceptable. How could it be better? What would make it brilliant?

**Initiative**  
We love brilliant ideas and new opportunities. Make time in your working day to do different things, read widely, take an interest in the wider world, meet new people.

## WE EXPECT

**Unlimited Holiday**  
No annual limit, no holiday accruals. If it fits with the clients and the team, you can take the time off.

**Responsiveness**  
Clients need to be confident we're there for them and should never have to chase us for a response. You're not expected to have the answer to everything right away, but you should set clear expectations as to when you will have it. Then be sure to keep your word and deliver against your promises.