



DIGITAL PR ROLES

An analysis of 35 Digital PR job listings has found:

DIGITAL PR EXECUTIVE



Average experience: 7 months

Salary bracket: £19,131 - £23,667

Skills: teamwork, content, media, campaign

Interview question: Tell me about a time you worked within a team to achieve a task.

DIGITAL PR CONSULTANT



Average experience: 2 years

Salary bracket: £22,500-£27,500

Skills: team, experience, clients, campaigns

Interview question: Tell me about a time you worked under pressure to get the job done.

DIGITAL PR STRATEGIST



Average experience: 2.5 years

Salary bracket: £27,500-£37,333

Skills: clients, managing a team, SEO basics

Interview question: How do you handle difficult client conversations?

DIGITAL PR SPECIALIST



Average experience: 2 years

Salary bracket: £30,000

Skills: clients (pitching), team (mentoring), public speaking, campaigns (ownership of)

Interview question: What tools and approaches have you used to report on ROI?

DIGITAL PR MANAGER

Average experience: 3 years



Salary bracket: £35,000-£45,666

Skills: client (coverage, managing), team (managing, building), campaign management

Interview question: Do you have experience building a team? How did you approach it?

HEAD OF DIGITAL PR

Average experience: 3 years



Salary bracket: £45,000-£50,000

Skills: clients (corporate), team (leadership, performance), experience (running, tools), budgets (coming in under)

Interview question: Do you have experience managing budgets? If so how large and how much were you directly responsible for?



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