



Content Editor at Caro Communications

Caro Communications is looking for a talented and ambitious content editor to join our fun, friendly and focused team in Clerkenwell.

The successful candidate will work in a supportive environment on a diverse and exciting range of projects for clients across architecture and placemaking in the UK and internationally.

Caro is a creative communications agency at the heart of the architecture and design communities. We are cultural, connected and collaborative and we know that design has the power to tackle the challenges of a changing world – from the climate emergency to the digital revolution and from sustainable futures to equality.

At Caro Communications we work strategically for leading international architects and brands, cultural institutions, tech innovators, designers, thinkers, makers and developers.

We shape profiles, narratives, campaigns, events, networks, and reputations. We tell stories by connecting with people.

About the role

Ideally, you'll have experience working within creative communications or journalism, and hold an interest in architecture and the built environment, but we're interested in hearing from people with different backgrounds who could be a good fit. Most importantly, you'll be an excellent writer, editor, and communicator, keen to contribute exciting ideas and enthusiasm.

This is a client-facing role based in the architecture and placemaking team and you'll be working closely with Caro's vast client base - demonstrable interest in these fields and excellent interpersonal and communication skills are essential. There will also be the opportunity to work with our design, culture and lifestyle team.

Responsibilities

- Taking part in team and client meetings to understand and dig into client strategic objectives
- Digesting multiple sources of information to write clear and compelling press releases
- Engaging with thought leaders to identify and develop meaningful media pitches
- Writing and editing short and in-depth editorial features collaboratively with the client
- Building and managing positive lasting relationships with UK and international media
- Identifying and helping the team to secure client profiling opportunities, including interviews, op-eds and speaker slots
- Creating and consulting on web and social media content for client channels
- Pitching in with the creation of campaign strategies and campaign evaluations



- Contributing to and attending new business proposals and presentations
- Creating content, copyediting, and proofreading for Caro's social channels
- Supporting with Caro marketing materials including website and newsletter copy

About you

- Experience in a similar role, within a strategic communications agency, journalism or content role
- Strong writing skills – the ability to craft compelling press releases and pitches
- A good understanding of the media landscape, and how to land a story within it
- A creative and critical thinker who can assess information, unpack a story, and identify a good news angle across a broad range of subject areas
- Confident to adapt tone-of-voice and write effectively on behalf of others
- Competent, self-motivated, with the ambition to develop agency experience
- An aptitude for teamwork and cross-disciplinary collaboration – you'll be happy to pitch in with PR agency life, joining client meetings, contributing to wider reports, client strategies and new business proposals
- Excellent time-management skills and experience of multi-tasking in a fast-paced environment
- A keen interest in architecture, placemaking, the built environment and design

Diversity makes us stronger – we're keen to hear from applicants underrepresented in the sector and we encourage applications from people of all backgrounds.

How to apply

Please submit your CV and a short cover letter outlining your suitability for the role, your salary expectations and notice period (if applicable) to hello@carocommunications.com

Caro Communications is an equal opportunities employer.