



# Caro Communications | Account director

## Job Description

Caro Communications is looking for an experienced account director to join our fun, friendly and focused team in Clerkenwell.

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

We are looking for a strategic communicator with excellent leadership skills and experience working in architecture, design, and placemaking. In this role, you will manage key client relationships, lead a talented team, and develop innovative strategies to drive impactful international campaigns. If you're proactive, results-oriented, and passionate about the built environment we'd love to hear from you.

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 we work strategically with leading international architects and brands, cultural institutions, designers, thinkers, makers and developers.

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

## About the role

The successful candidate should have at least five years' experience in a PR and communications agency and be able to demonstrate experience in developing strategic multichannel campaigns as well as managing and mentoring a team.

As an account director on the architecture and placemaking team, you will play an important role in leading and managing client accounts while nurturing and developing junior team members, providing guidance and support to help them grow in their careers and deliver outstanding results.

This is a client-facing role and you'll be working closely with Caro's clients across the built environment – demonstrable interest in these fields and excellent interpersonal and communication skills are essential.

## Responsibilities

- Devise and implement PR and digital media campaigns to achieve client objectives
- Serve as the primary point of contact for key clients, managing expectations and ensuring satisfaction across all projects
- Directing, leading, troubleshooting and inspiring the team to achieve high quality results
- Lead the creation and execution of crisis communication plans for clients
- Proactively sell-in news stories, profiles and features to the media
- Developing profile and thought-leadership opportunities, to raise the profile of Caro clients and help achieve strategic objectives
- Copywriting and editing for a range of media including press releases, articles, newsletters and social media, providing sign-off for all junior team members
- Overseeing client launches and events with event management as required
- Lead client meetings and oversee the delivery of regular written and verbal status reports to clients



- Work in collaboration with Caro's in-house content and digital team to develop creative content plans for clients
- Identify new business opportunities and provide strategic input on new business proposals and pitches
- Represent Caro at relevant client events, launches and networking evenings

## About you

- A minimum of five years' experience within a similar role specialising in architecture and design
- Outstanding written and verbal communication skills with attention to detail
- Excellent knowledge of the media landscape with an unrivalled industry network
- Ability to lead complex accounts, manage client relationships, and deliver on client expectations in fast-paced environments
- Experience in budget management, resource allocation, and delivering projects within scope and budget
- Excellent time-management, organisational and administrative skills
- A proactive mentor with an aptitude for teamwork and cross-disciplinary collaboration – you'll be happy to pitch in with PR agency life
- A keen interest in architecture, placemaking, design and culture

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

## Salary range

£48,000-£55,000 depending upon experience

## 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](mailto:hello@carocommunications.com).

Caro Communications is an equal opportunities employer.