



# Caro Communications | Account manager

## Job Description

Caro Communications is looking for an ambitious account manager 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 an excellent communicator and strategic thinker who is proactive and driven with a passion for architecture, design, and placemaking. If you're looking for a role that offers leadership responsibilities, creative freedom, and the opportunity to work collaboratively on a variety of campaigns then 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 three years' experience in PR and communications, ideally within an agency, and be able to demonstrate experience in managing multichannel campaigns.

As part of our architecture and placemaking team, you will be responsible for managing some of Caro's accounts under the guidance of an Account Director. You will work in collaboration with different members of the team to develop and implement PR and digital strategies for clients.

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

- Work alongside the senior team to devise and implement PR and digital media campaigns
- Competently manage and help develop the role of junior team members
- Proactively sell-in news stories, profiles and features to the media
- Identify profile and thought-leadership opportunities, to raise the profile of Caro clients and help achieve strategic objectives
- Copywriting for a range of media including press releases, articles, newsletters, social media and websites
- Overseeing client launches and events with event management as required
- Constructively assist with crisis management issues that arise on behalf of a client
- Lead client meetings and provide regular written and verbal status reports to clients
- Working with Caro's in-house digital team to proactively monitor social media and create engaging social content
- Support with business development - identify prospective clients/collaborators, contribute to proposals and attend prospective client pitches
- Attend client and networking events



## About you

- A minimum of three years' experience within a similar role (a role within the built environment is preferred)
- Excellent written and verbal communication skills with attention to detail
- Strong knowledge of the media landscape with an aptitude to build a network of influencers and press commentators
- Experience of multitasking, working under pressure and problem solving on the go
- 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

£34,000-£42,000 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.