



## Caro Communications | Senior account executive

### Job Description

Caro Communications is looking for an ambitious senior account executive 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 design, culture and lifestyle in the UK and internationally.

We are looking for an excellent communicator and strategic thinker who is proactive and driven with a passion for design and culture. We are seeking someone that brings prior introductory experience in PR, either in-house or in an agency, in the built environment or a similar sector. If you'd relish a job that offers the opportunity to work collaboratively on a variety of interesting projects and learn from an experienced team then we'd love to hear from you.

Caro is a creative communications agency at the heart of the design and architecture 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 designers, architects and brands, cultural institutions, 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 a strong interest in architecture, design, placemaking, policy and culture, and be able to demonstrate relevant prior experience for this role.

As part of our Architecture and Placemaking team, you will provide essential support to Caro's client accounts. You will work in collaboration with different members of the team to develop and implement PR and digital strategies. This is a full time client-facing role. Excellent interpersonal and communication skills are essential.

### Responsibilities

- Work with the team to execute PR and digital media campaigns
- Competently manage account administration, develop press lists and support the team across client activity
- Identify media opportunities, to raise the profile of Caro clients and help achieve strategic objectives
- Proactively sell-in news stories, profiles and features to the media
- Support on client launches and events, both with preparation in the lead-up and on the day of the event
- Copywriting for a range of media including press releases, articles, newsletters, social media and websites
- Attend client meetings with senior team members and prepare regular written status reports
- Proactively monitor social media and create engaging social content
- Attend client and networking events



## About you

- A minimum of one years' experience in PR and communications, ideally within an agency
- Good knowledge of the media, and a genuine interest in the media landscape with the aptitude to build a network of journalists, influencers and industry figures
- Working knowledge of the built environment sector
- Experience of multitasking, working under pressure and problem solving on the go
- Excellent time management, organisational and administrative skills
- Excellent written and verbal communication skills with attention to detail
- An aptitude for teamwork and cross-disciplinary collaboration – you'll be happy to roll up your sleeves and get involved with all aspects of 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.

## 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.