



## Caro Communications

### Senior account manager / Account director

#### Job Description

Caro Communications is looking for an ambitious senior account manager or 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 four years' experience in a PR and communications agency and be able to demonstrate experience in developing strategic multichannel campaigns alongside senior team members, as well as managing and mentoring a team.

As a senior member of the architecture and placemaking team, you will play an important role in leading and managing client accounts and providing regular client updates to Directors, while also supporting account managers within your team to help them grow 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 clients, managing expectations and ensuring satisfaction across projects
- Competently lead a team to achieve high quality results for clients
- Lead client meetings and provide regular written and verbal status reports to clients and senior team members
- Support and advise to 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 client profiles and help achieve strategic objectives
- Copywriting for a range of media including press releases, articles, newsletters, social media and websites, and providing sign-off for junior members
- Overseeing client launches and events with event management as required
- Constructively assist with crisis management issues that arise on behalf of a client
- Work 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
- Represent Caro at relevant client events, launches and networking evenings

## About you

- A minimum of four 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 unrivalled industry network
- Ability to lead complex accounts, manage client relationships, and deliver on client expectations in fast-paced environments
- 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
- An understanding of budget management, resource allocation, and delivering projects within scope and budget
- 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.