

About the job – Account Director

Job title:

Account Director (Property & Construction PR)

Location:

[Nottingham / Birmingham]

What we offer:

At Cartwright, we connect work with good times – taking care of each other so that we can take care of our clients. Each and every member of our team lives and breathes our purpose to energise our clients and ensure their time with us is their favourite part of the job.

We are an accredited 'Great Place to Work' and an 'Inspiring Workplace' finalist – we were also ranked sixth best small business to work for women, recently featuring in Elle magazine, and are one of the top 25 best workplaces for wellbeing (small businesses) too. We are also ranked 42nd best small business to work for in the UK by Great Places to Work.

Every member of our team, regardless of seniority, can enjoy a generous benefits package, including:

- 25 days holiday (plus Bank Holidays and public holidays) – increasing with long service – and an extra day off for your birthday
- Private health insurance with Vitality
- Access to mental health support via Care Coins and mental health first aider within the team
- Generous maternity / paternity package
- Annual salary reviews
- Hybrid working (three days in the office, two days at home)
- Flexible working – altering your hours to be more flexible around our core hours
- Dedicated line manager and Personal Development Programme – alongside our extensive training opportunities
- Mentoring
- Annual summer away day and Christmas party – and other team treats throughout the year
- Regular social events
- Bike to Work scheme
- Cartwrighter of the Month – voted for by your team members, someone who has gone above and beyond for a client or team members, The winning Cartwrighter receives either a £50 voucher of their choice or an additional half day of annual leave
- Friyay – our weekly email shout out about all the good things that have happened that week

Who we're looking for:

A Cartwrighter! Developed carefully over the last 18 years, our unique culture is key to everything we do – including strengthening our amazing team.

A Cartwrighter is a combination of fierce loyalty, expert plate-spinning and being each other's greatest fans. We're empathetic and everything we do reflects our authentic sense of fun – and we want everyone who works here to live and breathe our purpose.

Job description:

An experienced property PR professional and leader who will confidently drive client delivery while also taking an active role in the agency's senior operations team. You will need to have experience in:

Strategy and implementation

- Has extensive experience of working with clients in the built environment sector, with strong industry knowledge and contacts
- Is confident in developing client strategies and supporting account team in delivery
- Is confident in contributing to PR and marketing strategies for the agency
- Is developing an understanding of the wider business and is beginning to contribute to senior team strategy
- Is using gained experience and skills to add value to client accounts wherever possible

Client handling

- Takes strategic overview of client accounts (a mix of hands-on and 'light touch') and oversees account team's day-to-day activity
- Leads on client communications plans to set KPIs and deliverables
- Leads client meetings and confidently able to provide counsel and advice to clients
- Is able to proof-read other people's work and ensure the highest quality of output
- Overseeing account teams to ensure that account admin is flawless, all of the time
- Understanding servicing levels – and how to address with both account team and client if needed
- Expected to be out of hours lead if necessary (e.g. crisis comms)
- Confidently able to upsell / 'lemon squeeze' and negotiate with clients
- Proactively generating creative ideas, identifying newsjacking and comment opportunities to generate headlines – and guiding junior team members to come up with ideas
- High-quality reporting including experience of monitoring platforms, Coverage Book, Google alerts and keywords
- The ability to measure and report on PR successes including revenue, conversion rate, traffic, referrals, influencer reach, social reach etc.

Content

- Writing various long and short forms of content (press releases, features, media alerts etc) – for use in print, online and on social channels – without support
- Confident writing technical, trade articles with accuracy
- Digital PR – how to use trackable links and generate SEO for brands
- Awareness of digital / social media channels and confident in advising on the types of content that are appropriate for each

Media relations / awareness

- In-depth awareness of client's key media and able to confidently support account team – and provide counsel to clients
- Familiar with client's key media and actively undertakes industry reading – and able to guide more junior team members to appropriate industry reading

People management:

- Ability to lead from the front while also providing development opportunities for SAM/AMs
- Able to delegate effectively and managing team's conflicting deadlines
- Able to manage, support and mentor junior members of the team, giving constructive and measured feedback in order to progress their development
- Is able to line manage junior members of the team – setting objectives, managing PDPs, and reporting up where necessary

Business contributions

- Able to run company-wide brainstorms to generate new ideas for the agency and clients
- Willingness to attend networking events and act as a brand ambassador for the agency and clients
- Commercial awareness – including client fees, profitability of accounts, budget management etc.
- Confident in contributing to new business – proposals, pitches, etc – and able to make first approaches to warm leads
- Can demonstrate own thinking and ideas for business development
- Developing wider business awareness and an active part of agency's SMT

Personal skills / development

- Extensive experience within built environment sector comms (agency experience essential)
- Unwavering attention to detail
- Ability to manage multiple, conflicting deadlines – and support account teams in doing so
- Well-rounded and flexible communication skills to suit internal and external audiences
- Proactively able to map out own personal development goals and work alongside senior team to suggest ways to meet these (training, etc)

Who we are:

Cartwright Communications is an award-winning, full-service team of PR, digital, social media, brand and marketing experts that puts the client at the heart of everything we do.

We create engaging and integrated campaigns to tell stories that sell. We flex our vast range of media contacts to reach millions of consumers and trade readers every day.

From our offices in Nottingham, Birmingham and London, we have connections across B2B and B2C sectors – we are specialists in food and drink, property and construction, professional services, and healthcare.

And we connect work to good times – taking care of each other so that we can take care of you.

Next steps:

To apply for this role, please email your CV and covering letter to people@cartwrightcommunications.co.uk