

About the job – Senior Account Executive

Job title:

Senior Account Executive (Property & Construction PR)

Location:

[Nottingham / Birmingham / London]

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 exec who is developing their expertise as a multichannel marketer within the agency. You will need to have experience in:

Content

- Independently conducting background research for various long and short forms of content (press releases, features, media alerts etc) – for use in print, online and on social channels
- Developing an understanding of writing for different audiences and recognising when to adapt writing style for B2B / B2C
- Learning to draft high quality content – with guidance from account teams
- Can identify a news hook
- Able to follow parameters set out in style guide
- Developing a knowledge of digital PR and how to generate SEO for clients

Media relations / awareness

- Learning to undertake media sell-ins
- Is developing own group of secure media contacts
- Developing a familiarity with client's key media and actively undertakes industry reading

Client handling

- Experience of working with property and construction clients
- Learning to develop relationships with clients – shadowing AM/SAMs to understand this process
- Supporting account team as a point of contact for meeting notes, clippings, reporting etc.
- Ensuring account admin is flawless, all of the time
- Developing an understanding of high-quality reporting and gaining experience of monitoring platforms, Coverage Book, Google alerts and keywords

Business contributions

- Actively contributes to company-wide brainstorming
- Willingness to attend networking events and act as a brand ambassador for the agency and clients
- Developing commercial awareness – including client fees, profitability of accounts, budget management etc.
- Willingness to support senior team with new business – proposals, pitches, etc

Personal skills / development

- Unwavering attention to detail

- Demonstrates a willingness to learn
- Takes direction well from senior team
- Ability to manage multiple, conflicting deadlines – and support account teams in doing so
- Developing well-rounded and flexible communication skills to suit internal and external audiences
- Ability to build relationships with members of the CC team
- Takes feedback constructively
- Proactively able to map out own personal development goals and work alongside senior team to suggest ways to meet these (training, etc)
- Developing an understanding of how PR works within the multichannel marketing mix to better SEO value, forge partnerships, affiliate and email marketing to increase conversion and generate sales

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.