

Job Title

Senior Account Manager

Who we're looking for

We're looking for a **Cartwrighter**.

Someone who is fiercely loyal. A plate spinning pro. Relentlessly tenacious. An unapologetic expert. One another's greatest fans.

We value each other, we hold values like truth, honesty and loyalty in high regard. Giving a damn, having the desire and resolve to do the right thing (even if it's not the easy thing), and then utilising our experience and expertise to make strong, decisive decisions that are always right by each other and our clients.

At Cartwright, being *Right By You* means:

- **Client-centric thinking** – putting the client first, always.
- **Collaboration & communication** – caring more, nothing less.
- **Creativity & curiosity** – sparking fresh ideas and challenging the status quo.
- **Results-driven delivery** – the right results, the right way.
- **Growth mindset** – asking for feedback, learning and helping others to grow.
- **Respect & integrity** – being fair, inclusive and values-led in everything we do.

The Role

An experienced and strategic PR professional, operating as a trusted senior adviser to clients and a key driver of account performance, taking responsibility for client care. Adept at leading campaign delivery, shaping communications strategy and beginning to take ownership of account direction, working in close partnership with Account Directors to deliver results that drive measurable business impact.

Reports to: Account Director / Director

Works closely with: Account Managers, Directors and wider account teams

Responsibilities

- Act as a senior point of contact for clients, managing day-to-day relationships with confidence and operating as a trusted adviser who understands their business, sector and objectives, beginning to take responsibility for client care

- Lead client meetings and calls with confidence, setting agendas that are consultative and forward-looking, steering conversations beyond delivery updates towards strategic opportunities and client growth
- Take ownership of developing and evolving client communications strategies, bringing a consultative approach that connects activity to business objectives – collaborating with senior colleagues on the strategic direction and ensuring campaign deliverables consistently reflect agreed goals
- Proactively manage servicing levels and scope across accounts, identifying when activity is at risk of overrunning or underdelivering and working with account leads to resolve – presenting considered recommendations rather than simply flagging issues
- Drive creative thinking across accounts, identifying compelling newsjacking opportunities, reactive commentary and proactive campaign concepts – and helping to shape the creative direction of pitches and client proposals
- Produce and edit high-quality written content across all formats – press releases, features, media alerts and thought leadership – setting the content standard across the account team and confidently editing and elevating the work of junior colleagues
- Integrate digital PR thinking into campaign planning, applying SEO principles, trackable measurement and an understanding of how earned media contributes to broader marketing and business objectives
- Deliver insightful, data-led reporting that goes beyond output metrics – interpreting results, identifying trends and using data to inform strategic recommendations and demonstrate communications' contribution to business outcomes
- Leverage a strong and established network of media contacts to deliver results for clients, leading sell-ins with confidence and coaching junior team members to develop their own media relationships and pitching skills
- Maintain and continuously develop a broad network of trusted media contacts across relevant sectors, bringing that network to bear strategically for clients
- Lead internal brainstorms and campaign ideation sessions, bringing energy and structure to the creative process and helping to translate ideas into compelling, commercially viable proposals for clients
- Actively mentor and support junior colleagues, providing regular guidance, constructive feedback and day-to-day leadership that helps them develop their skills and confidence
- Confidently represent the agency with authority at networking events, industry engagements and client-facing occasions, building the agency's profile and contributing to its reputation in the market
- Take responsibility for the commercial health of accounts, demonstrating a clear understanding of budgets, profitability and time management – and flagging risks and opportunities to account leads proactively
- Play an active role in new business pitches, contributing strategic thinking, creative ideas and sector knowledge – and beginning to identify opportunities for organic growth within existing client relationships

Success in this role

- Being regarded by clients as a trusted senior adviser – someone who understands their business, challenges their thinking constructively and consistently adds strategic value beyond delivery
- Delivering high-quality campaigns and content that generate strong media coverage and meaningful results
- Taking ownership of communications strategy development and bringing a consultative approach that connects campaigns to client business objectives
- Managing campaign activity effectively, ensuring deadlines and quality standards are consistently met
- Developing strong relationships with journalists and building a reliable network of media contacts
- Actively mentoring junior colleagues and demonstrating visible leadership within account teams – helping others to grow while maintaining consistently high standards of delivery
- Demonstrating strong commercial acumen, taking clear ownership of account profitability and spotting opportunities to add value and grow client relationships

Expected behaviours

- Build consultative and productive client relationships, always putting their goals first (**Client-centric thinking**)
- Collaborate across teams and disciplines, sharing knowledge and supporting others (**Collaboration & communication**)
- Bring fresh thinking and embrace new technology and trends to improve campaigns (**Creativity & curiosity**)
- Take ownership of delivery, track KPIs, and align outputs to business impact (**Results-driven delivery**)
- Proactively develop yourself and support the growth of others (**Growth mindset**)
- Act with fairness, inclusivity and respect at all times (**Respect & integrity**)

Desired Skills & Experience

- A minimum of five years' experience in a PR, communications or marketing role, with a strong track record of delivering results in an agency environment
- Strong written communication skills, with the ability to produce high-quality content across a range of formats including press releases, features and thought leadership
- Confidence engaging with journalists and developing media relationships
- Proven experience leading the delivery of integrated PR campaigns, including digital PR activity, with a strong understanding of how communications contributes to wider marketing and business performance

- Confident in campaign reporting and communications measurement, with the ability to interpret data, draw meaningful insights and use findings to inform strategic recommendations for clients
- Strong organisational and time management skills, with the ability to manage multiple priorities and deadlines
- Demonstrates commercial awareness, including an understanding of account performance, budgets and the importance of delivering value for clients
- A natural leader who takes genuine pride in developing others – proactive, solutions-focused and able to inspire confidence in both clients and colleagues
- A willingness to model and grow within our **Right By You** framework

Personal Development & Growth

Every Cartwrighter has a clear view of what 'great' looks like at each stage of their career – from emerging talent to senior leadership. Your development will be guided by the **Right By You** framework, with regular check-ins, feedback, and opportunities to progress.