Job Title

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

A confident PR professional, adept at leading the day-to-day delivery of campaigns and client relationships, applying consultative marketing expertise to deliver results that drive tangible business impact.

Reports to: Account Director / Director

Works closely with: Account Executives and wider account teams

Responsibilities

- Manage day-to-day client activity and act as a key point of contact
- Shape and contribute to client meeting agendas, ensuring discussions remain focused on client objectives and opportunities
- Contribute to client communications plans and strategies, working with senior colleagues to ensure campaign objectives and deliverables are achieved

- Develop an understanding of agreed servicing levels and identify when activity or scope may need reviewing with the wider team
- Proactively generate creative ideas, identifying newsjacking opportunities and reactive commentary to generate coverage and visibility for clients
- Produce high-quality written content independently, including press releases, features, media alerts and thought leadership across print, online and social channels – and able to proof content created by junior team members
- Support digital PR delivery by using trackable links, applying SEO principles and ensuring campaigns contribute to wider marketing performance
- Deliver high-quality, data-led reporting, understanding how communications activity drives business outcomes
- Build and maintain strong relationships with journalists, confidently undertaking media sell-ins and supporting junior team members in doing the same
- Develops and maintains a network of trusted media contacts
- Actively contribute ideas for client campaigns and agency initiatives, including leading or facilitating internal brainstorms
- Support and guiding junior colleagues
- Represent the agency and clients professionally at networking events and industry engagements where appropriate
- Demonstrate commercial awareness, including an understanding of client budgets, account profitability and time management
- Support new business activity including research and pitch participation

Success in this role

- Building trusted relationships with clients and becoming a reliable day-to-day point of contact
- Delivering high-quality campaigns and content that generate strong media coverage and meaningful results
- Contributing proactively to communications plans and campaign ideas that drive client impact
- 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
- Supporting and guiding junior colleagues to help maintain high standards across account teams
- Demonstrating growing commercial awareness, including understanding client priorities, budgets and account performance

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

- More than three years' experience in a PR, communications or marketing role, ideally within 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
- Experience supporting the delivery of PR campaigns, including digital PR activity and understanding how communications contributes to wider marketing performance
- An understanding of campaign reporting and communications measurement, including the ability to interpret results and communicate outcomes clearly
- 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
- Proactive, collaborative and solutions-focused, with a willingness to support and guide junior 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.