

Account Director

MHP is a strategic communications agency built for the networked age, applying the new rules of influence to solve complex problems.

We specialize in creating and implementing scalable, integrated communications programmes for organisations operating in complex and regulated environments.

Headquartered in London, we are an agency of 160-strong brand, financial, corporate, health and public affairs specialists and joined-up thinkers, with offices in Hong Kong, Singapore and Australia, underpinned by a fully serviced affiliate network which allows us to implement impactful communications campaigns on a global scale.

MHP offers clients a unique balance of mindset, capability and people. It is part of Engine, a global marketing and communications group operating across 4 continents with over 2500 staff.

Thanks to Engine's unique collaborative model, at our Great Portland Street HQ, many of us sit, work and play together under one roof. Other businesses within the group include WCRS, Trailer Park, ORC International, Partners Andrews Aldridge, Deep Focus, Synergy, Mischief, Fuel, Transform and Slice.

WHAT IS THE ROLE?

We are looking for a unique and impressive, experienced Account Director to join our award-winning Brand team. This role is responsible for shaping and delivering strategic advice to clients, providing senior counsel and direction to clients and colleagues and assisting the senior team in fulfilling management responsibilities as well as contributing to new business growth and the strategic development of the agency. This role will suit someone who enjoys working in a forward thinking, fast paced environment.

Relying on robust research rather than gut feel and assumptions our brand team deliver effective, creatively engaging work for the likes of American Express, TalkTalk, NHS Blood and Transplant and Laithwaites that solves real business problems and connects more deeply with audience groups.

You will need a proven track record in a consumer PR consultancy working with demanding blue chips brands.

You'll need to be highly creative, have exceptional client handling skills and be used to managing a portfolio of clients, a hunger for media (traditional and social), strong new business skills and have an ability to excite, motivate and ignite passion in a team of ambitious consultants. We're looking for somebody who understands how PR fits within the wider comms mix and is used to working in inter-agency teams, representing MHP and PR at all times.

The team will look to you for inspiration, leadership and mentoring - and you'll need to feel comfortable building and maintaining relationships with the senior team within MHP, but also across the wider Engine Group. Working closely with the MD & Directors of this highly regarded discipline, you will have every opportunity to influence and build upon the existing success of the team, and shape/expand the team's offering.

WHAT ARE THE MAIN RESPONSIBILITIES?

- Act as senior counsel to clients, supporting the development of their communications strategies as a whole, applying strategy-first thinking
- Oversee all client contact whilst shaping and steering programme strategy and delivery and responsibility for servicing, profitability, forecasting and billing
- Oversee account delivery teams, providing leadership example and guidance to peers and colleagues including resourcing issues, account performance, processes and values
- Shape and steer media strategy as well as day-to-day lead on issues and crisis
- Lead on campaign / programme strategy and proposal development
- Confident in articulating analysis of the overall shape and role of digital and social media and frequently contributing new content
- Understand the commercial impact of our work and input to senior forecasting and financials
- Drive growth on existing clients and contribute to winning new business
- Act as a mentor to the team to help career progression and retain team members
- Support the MD and Directors in fostering and sustaining a culture of inspiration, respect, creativity and honesty

WHAT WE OFFER

At MHP you can expect a great working environment, a blue-chip client list and superb benefits including: pension, private healthcare, gym discounts, season ticket loan, cycle to work scheme, free breakfast at the in-house cafe and much more!

Our unique structure and culture has meant we've featured in The Sunday Times' Best Company To Work For Top 100 list eight years in a row too.

We are committed to being an equal opportunities employer. Our objective is to have a diverse workforce and we encourage our staff to achieve their full potential

**OUR VALUES: EVER CURIOUS, AMBITION & ENTREPRENEURIALISM,
RESPECTFUL**

