

Digital Planner Buyer

ABOUT MHP

MHP is a strategic communications agency built for the networked age, applying the new rules of influence to solve complex problems. We specialise 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's an approach that over the past year has attracted clients such as L'Oréal, Talk Talk, Saga, Cobham and Bupa. It also delivered the global multi-award winning Missing Type campaign for the NHS. The impact of our communications programmes saw MHP shortlisted for the Holmes Report 2017 UK Consultancy of the Year.

We are part of Engine, a global marketing and communications group operating across 4 continents with over 2500 staff. Not only is over 59% of Engine's revenue derived from digital, we also work with one in four of the world's biggest marketing spenders and more than half of our clients hold relationships with two or more Engine businesses.

WHAT IS THE ROLE?

Our agency's paid digital work is expanding, previously we've worked with partners and agencies within the Engine network to deliver these types of campaigns but now we're looking to recruit a Digital Planner Buyer based fulltime within MHP. This inaugural role will sit with our central team, alongside our Digital Strategist and report in to our Digital Director. You will support all practices across MHP but prior experience in all these sectors is not essential.

We're on the hunt for an experienced, ROI -driven Digital Media Planner Buyer with multi-channel digital experience. Your skillset will ideally include Paid Social, Display, and SEO/PPC.

The bulk of this role will be owning Branded Content Paid Digital campaigns, end to end: from initial budget and flighting planning, to setup (e.g. within Ads Manager), in-flight optimisation and finally reporting and post campaign analysis. You'll also be confident running basic split tests, audience segmentation and retargeting. Through Engine we have account contacts with all the major platforms with which you will develop strong relationships and keep our teams up to date with changes to products and services.

You will also be responsible for contributing to insight and planning for Paid Search (Google Adwords) and helping develop Native campaigns using platforms like Taboola and Outbrain.

WHAT ARE WE LOOKING FOR?

- 1+ year Paid Planning Buying experience, ideally within an agency
- Experience across both brand and direct response campaigns

- Good working knowledge of planning and analytics tools; specifically, TGI and the Google Analytics suite
- Exceptional process and organisation skills
- Able to simplify, distil and articulate complex problems with clarity (tailored to varied knowledge levels)

We want someone who can make connections between people, technology and brands. Connections that are simple, ingenious and which other people may have missed.

WHAT WE OFFER

At MHP, you can expect a great working environment and superb benefits to match, including: Free breakfast at the in-house café/bar, gym discounts, pension, season ticket loan, cycle to work scheme 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.

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

