

Senior Account Executive

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 Senior Account Executive to join our award-winning Brand team. Our brandies are experts in consumer audience engagement. They believe effectiveness stems from an ability to influence with sense and wonder – getting closer to clients' challenges and looking for insight that will connect brands to audiences and to what is going on in culture.

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.

This role will suit someone who has experience of and enjoys working in a forward thinking, fast paced environment as they assist in the delivery of client programmes and provide support to account teams.

You will have a real passion for media (traditional and social/digital) and developing a target media list for a client will be second nature to you. You'll have a solid understanding of how the media works, what makes a story for a journalist, how a story might translate into social media and your little black book of media contacts will be healthy. You'll feel comfortable picking up the phone and selling in, being hungry to secure editorial coverage.

Creativity and writing will be a strength and you will feel comfortable developing and tailoring press releases or drafting copy and your attention to detail will be second to none. Likewise, working with influencers will be second nature to you. From identification and negotiating contracts right through to management and delivery of campaign content as well as being comfortable in demonstrating their value back to clients.

You will be organised, diligent and have the ability to track, analyse and manage coverage reports, write monthly reports and meet all deadlines.

You'll feel comfortable working across a range of clients and have the ability to juggle your workload accordingly, and in response to the fast paced agency environment.

WHAT ARE THE MAIN RESPONSIBILITIES?

- Demonstrate solid understanding of media channels, building relationships with key journalists and bloggers
- Help lead active sell ins to media and identify key opportunities for clients, plus support managers in reactive outreach
- Drive day to day account co-ordination, processes and planning working with Account Managers. Lead by example with strong attention to detail and 'right first' time approach
- Oversee delivering client reports and collateral needed for client meetings. Attend meetings and develop junior client relationships
- Assist senior colleagues in fulfilling their responsibilities, manage interns and AEs
- Awareness of social media trends and advocates, playing an active part in creating and implementing traditional and social media campaigns. Also contribute to MHP social digital channels
- Provide new business research and content development, plus assist with networking for leads. Understand the whole MHP offer and build cross-discipline relationships
- Actively deepen knowledge of clients business, issues and media to support the team in the delivery of overall business objectives, share best practice across the team

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

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.

