

# Digital Strategist

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 sometimes 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?

The digital strategist's role is to help connect the dots between client and team needs to create successful campaign outcomes. Our agency's digital work is diverse; one moment you'll be tasked with reaching finance directors of local councils, the next to design a grassroots campaign driving consumer participation in a global health awareness day. It's critical that you have worked, and enjoy working, in designing digital campaigns that aren't just for consumer audiences – complex audiences are our speciality!

With our networked age approach, and a suite of digital tools, you'll love extracting meaningful insights that support your recommendations to clients. Clear communication skills are essential as you'll need to be able to adapt your conversations to suit everyone from tech-shy CEOs to tech-savvy social media managers.

The exact nature of the work will be varied, from light touch involvement (e.g. contributing to brainstorming, attending a kick-off meeting, providing some written thoughts to supplement a presentation) through to leading a specific strand of digital work (e.g. analysis of a digital campaign's performance).

The role will suit somebody with digital experience in earned media who is active across a range of platforms (Facebook, LinkedIn, Instagram, Twitter) and has a genuine love for the power of digital to reach and influence people online.

The role will report to the Digital Director and sit within our central team and you'll get to work with all the practices across the business. This is an opportunity to combine your skills and knowledge with a wide range of experts in healthcare, financial services, public affairs and much more to co-create truly unique digital programmes.

In addition, the person will play a key role in the digital community within MHP and even across the wider Engine group – contributing to thought-leadership and bringing experiences and expertise that can help to coach and train others.

**What are we looking for?**

- Experience in digital earned media in B2B environments
- Strong analytical skills
- Ability to develop frameworks and capabilities
- Able to simplify, distil and articulate complex problems with clarity (tailored to varied knowledge levels)
- Ability to navigate digital and regulated environments (you don't have to know all the rules, teams can help you with that, but you do have to be able to work within them. Training in areas like the ABPI code will be provided)
- Good time and account management skills; some weeks can be fast paced, but this shouldn't faze you

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.

This role will supercharge your career giving you exposure to a wide range of world-leading brands and plenty of autonomy to design digital programmes for them.