



Account Director

Personal Finance

Do you want to join one of the leading financial services and personal finance PR agencies in the UK and be part of one of PR Week's 'agencies to watch' in 2018?

We work with brands like Nationwide Building Society, ING, Revolut, bacs, American Express, Saga and many more to drive their profile in the personal finance space.

And we're growing fast. Really fast.

Our multi-award-winning team combines general financial services expertise with specialist personal finance teams to create strategic and creative communications for clients across the industry.

We are trusted advisers providing senior counsel combined with flawless and effective implementation to some of the world's leading asset managers, industry consultants, pension funds, banks and insurance companies. Our clients include many of the biggest names in the industry through to new emerging companies that are disrupting finance right across the sector.

We work closely with our clients to provide bespoke and integrated communications focused on a clear strategic and multichannel approach that help delivers their business objectives.

Our team includes a diverse mix of experience from a range of different backgrounds, enabling us to provide unique and industry-leading advice. We also work with other teams across MHP including Corporate, Brand and Digital in order to push the boundaries of traditional financial services PR.

ABOUT MHP

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

We help clients navigate change at pace. We deliver highly effective and impactful communications programmes by combining insight with sector expertise, and an understanding of the media and business landscapes.

The firm is built around a simple proposition: by employing the right people to do smart thinking, we deliver tangible results and business benefits.

Our expertise spans brand PR, corporate communications and media relations, CSR and sustainability, financial and capital markets communications, health and public affairs.

MHP Communications has 160 consultants working in London, Hong Kong, Singapore and Sydney, and is part of Engine, a global marketing and communications group operating across 4 continents with over 2,500 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. Thanks to Engine's unique collaborative

model, at our Great Portland Street HQ, many of us sit, work and play together under one roof.

WHAT IS THE ROLE?

As an Account Director in the financial services team you will work exclusively on personal finance brands with an exciting portfolio of clients. This role will encompass advising clients on their communications strategy, content and programmes, overseeing the planning and delivery of those programmes, taking an active role in the generation and conversion of new business, including developing your strong network, and directing and line managing colleagues.

The role will suit someone who enjoys working in an exciting and vibrant environment with ample opportunity to work with a broad spectrum of people both within Financial Services and across all of MHP's practices.

Constantly market and champion the MHP brand to personal finance media with a consistent ambition to make us the 'best of the best'.

You will have strong financial services and personal finance experience and established media contacts at both national and trade publications.

WHAT ARE THE MAIN RESPONSIBILITIES?

- Oversight of day-to-day client activity and teams.
- Proactively seeking personal finance opportunities for clients, both coverage and bigger, campaign-led, ideas.
- Oversee client contact with responsibility for proactivity.
- Coach more junior members of the team.
- Deliver agreed client programmes / actions with responsibility for providing timely and clear reporting on progress.
- Have a strong media network, contributing to intelligence and insight on the personal finance media.
- Actively contribute content for digital channels for both MHP and client and demonstrate a good understanding of the overall shape and role of social media.
- Maintain a good understanding of clients' business objectives, media and issues in their wider industry sector and managing of programmes to enable them to meet those objectives.
- Assist with new business preparation and pitching whilst maintaining prospect contacts.

WHAT WE OFFER

At MHP, you can expect a great working environment and competitive salary and benefits to match, including: Free breakfast at the in-house cafe, 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.