

Job Description

Role	Account Manager / Senior Account Manager
Division	Brand & Reputation
Start date	ASAP

About Engine MHP

Engine 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. MHP offers clients a unique balance of mindset, capability and people.

It's an approach that over the past year has:

- Seen us win PR Moment's Large Agency of the Year
- Rise up the PR Week league tables
- Attract more than 50 new clients such as Nationwide, Coca-Cola, The Restaurant Group, Bristol Myers-Squibb, belN Media Group, the Gambling Commission, Huggies, ING, Highways England, BNP Paribas and Avis. This success has enabled us to grow rapidly and invest in new talent

Headquartered in London, we are an agency of around 150 specialists, with practice areas that cover: Brand & Reputation, Public Affairs, Financial Services, Capital Markets, Health and Crisis & Risk.

We work closely with our sister agency Engine Mischief, one of the most awarded PR agencies in the industry, who do amazing work for well-known brands such as Lego, The National Trust, Southampton F.C, Huawei and Asda, specialising in high-impact ideas and stand-out PR-led campaigns.

Together, we are part of Engine, which is a global marketing and communications group operating across four continents with over 2,500 staff. As part of The Engine Group, we are listed on the Government roster and public sector clients include NHS Blood and Transplant, the Department for Health and Social Care and the RAF.

MHP's Brand & Reputation practice was formed in 2019, through the merger of its corporate and consumer teams. The move reflects the evolving needs of our clients who are increasingly looking for agencies that understand complex stakeholder environments and the role communications plays at the intersection of brand and reputation. We are looking for candidates who can not only support CMOs with creative marketing programmes and boost sales, but who can easily pivot to deal with complex situations and advise business leaders on mission critical issues. Our Brand & Reputation clients include Aviva, Avis Budget Group, Barclays, Coca-Cola, E.ON, Kimberly-Clark, TalkTalk, Saga and PayPoint.

About the role

We are looking for an outstanding Account Manager or Senior Account Manager to join our Brand & Reputation team.

This person will be experienced in being part of campaigns which help B2B organisations improve their profiles, reputations and commercial pipelines, and will have particular expertise in creating and publicising thought leadership content across multiple channels.

We're less concerned about where the candidate has gained their experience (although a top London or major regional PR agency would be ideal), or which sectors their clients have been in. We're most concerned that they bring a sense of tenacity, enthusiasm, curiosity and fun to their work. We want someone who is hungry for success and who loves being part of a team.

Our ideal candidate is/has:

- Either a strong Account Manager or Senior Account Manager with at least three years' PR experience
- Experience with B2B organisations is essential, although we're open to where they got this experience i.e. could be at a large-scale agency or somewhere smaller / more boutique or in-house
- The ability to run day to day accounts; supporting client leads when it comes to client reporting, contact and counsel
- A media hound: tenacious and passionate about picking up the phone, schmoozing journalists and securing great coverage. They bring an already impressive contacts list with them which can be seen to benefit our clients as soon as they join, as well as leading by example when it comes to media and influencer relationships
- Digital nous: with experience in creating and launching thought leadership content on channels such as LinkedIn and Twitter, as well as with editorial media
- Highly organised: this person will be relied upon to manage Account Executives in ensuring MHP accounts are run effectively and efficiently
- A strong writer: skilled at writing press releases, comment pieces, media pitches as well as assisting with client and new business proposals
- A team player: great interpersonal skills, and someone who brings a sense of fun to their work
- Great time management and ability to multi-task, managing upwards as well as their junior team members
- A stickler for detail; someone who doesn't miss an opportunity to correct grammar or spelling
- A passion for news, culture and current affairs
- Someone who lives the MHP values: ever curious, ambitious, entrepreneurial and respectful

Main roles and responsibilities

- Providing client counsel on dealing with proactive and reactive media opportunities
- Planning and leading sell-ins to media and identify key opportunities for clients, plus support managers in reactive outreach
- Building relationships with key journalists and bloggers
- Identifying, securing and managing influencers for social media activity
- Writing first drafts of client and new business proposals (with support), press releases, media pitches and media comment
- Leading on day-to-day account co-ordination, including being quality control for status reports, action planners and meeting contact reports before they go to managers
- Client contact: building relationships with clients and supporting managers on giving counsel and providing information when requested
- Being the eyes and ears for clients; being hungry for opportunities and helping us demonstrate added value
- Assisting senior colleagues in fulfilling their responsibilities to keep accounts on track and within budget, including liaising with and managing some supplier relationships
- Assisting with new business pitches and playing an active role in business development including participating in pitches themselves, research and proposal writing
- Being a key part of the MHP team supporting at marketing and internal events

What you'll get in return

- Competitive salary
- Great working culture
- Exceptional benefits (these kick in after 3-month probation period), including:
 - Matched pension scheme of up to 5%
 - Vitality health insurance
 - Life assurance
 - Season ticket loan
 - Cycle to work scheme
 - Discounted gym membership
 - Fluid working

Engine MHP is 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.