

JOB DESCRIPTION – CREATIVE DIRECTOR

Introduction

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.

Headquartered in London, we are an agency of 160 specialists with six practice areas: Brand + Reputation, Public Affairs, Financial Services, Capital Markets, Health and Crisis & Risk.

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 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.

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 form the Engine Communications 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.

Engine Communications is serviced by a central Creative Services Team which includes digital, design, creative and strategic specialisms. This role will sit in the Creative Services team.

The role

We are looking for a Creative Director to join MHP, working centrally to support the entire business, from Brand to Capital Markets, Health to Financial Services. Creativity within the earned media space is key for this role, as well as the ability to work across all channels – paid, earned, social and owned. You will need to be able to develop creative concepts for content and experiences that will bring your campaigns to life and to understand how to work with influencers and partners effectively.

Creating, developing and successfully pitching ideas to prospects and existing clients to drive growth will be a core part of the job, as will acting as an ambassador for the business, helping to build MHP's reputation as a creative force.

MHP is award winning and our creative work has been recognised with a Cannes Lion award, as Campaign of the Year (PR Week and PR Moment awards), in addition to specialist sector awards such as Communique, Finance Industry awards and Public Affairs awards.

Key responsibilities

- Support successful pitch teams, developing and pitching powerful creative platforms and activations that deliver against the brief and produce measurable outcomes
- Work with client teams to provide creative counsel to existing clients, either as part of an ongoing relationship or on ad hoc basis - to develop and sell bigger, better campaigns and activations
- Work with practice heads, supporting the new business prospecting process and developing senior level client contacts
- Instil high levels of creativity in the business through example and systematic training, techniques and practices
- Provide inspiration and example to the broader business through leadership and guidance
- Participate in MHP marketing activities to promote the business and build our brand
- Connect with other creative teams across the Engine pillars to share and inspire best practice
- Work with and grow MHP's family of suppliers and creative partners, building a roster of best-in-class partners
- By 2020, MHP and our sister agency Mischief will have come together: In this role you will be expected to work collaboratively with all creative talent across both businesses

The successful candidate will:

- Be highly creative and have an exceptionally strong track record in translating ideas into new business conversion
- Exhibit knowledge and deep understanding of earned media and content marketing
- Apply creative thinking / solutions to client challenges across the business, able to tailor ideas and pitches to different audiences and create routes to engagement that are relevant to the clients of the different practice areas
- Have a proven track record of pitching new business, selling creative ideas and campaigns that demonstrate a strategic understanding of a client's objectives / challenges
- Grow existing clients by developing new and compelling concepts and campaigns that clients want to buy
- Proactively shape and lead the creative process for new and existing briefs working with teams across the business
- Inspire, lead and help nurture creative talent within MHP, instilling good practise and developing appropriate training
- Work with our internal production resource Bold Yellow, and our partner Engine agency Trailer Park, to develop content-led concepts and creative executions that leverage earned, owned and paid media
- 'Bring the outside in' - proactively seek out and keep abreast of, what is going on, creatively, within the industry and further afield, to actively share and inspire the business
- Be connected within the marketing industry that will be utilised to market the work coming out of MHP
- Consistently exceed client expectations in the development and delivery of client communications strategies for which you are responsible

What we offer

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.

Reporting to Gemma Irvine, Head of Creative Services