

## Associate Director/Director, Brand & Reputation at MHP

### About MHP + Mischief

MHP + Mischief is a unique combination of two market-leading brands. Together, we are greater than the sum of our parts.

We are a collection of 200 communications specialists, blending behavioural science, industry expertise, influencer strategy, creativity and audience insight. MHP helps clients navigate the volatile, activist and tribal landscape we call The Networked Age. Mischief helps brands earn attention by playing with the norm and working at the speed of life.

Our specialist areas include consumer comms, corporate reputation, brand strategy, crisis and issues management, capital markets, public affairs, health and financial services.

We represent some of the most-loved, most-trusted and most intensely scrutinised brands in the country, including Asda, AstraZeneca, Coca Cola, JD Sports, Nationwide, The Restaurant Group, Revolut, RSPCA, TUI, and Vodafone.

We are PR Moment Agency of the Year and two of the most-awarded teams in the industry. Our work for the NHS is PR Week's "Campaign of the Decade" and we are two-time winners of The Creative Shootout.

### About the role

We are looking for an Associate Director or Director to join our newly formed Brand + Reputation team, reporting to Practice Head, Rachel Bower.

As a senior member of the team, you will use your expertise to enhance our offering and reputation in strategic comms and be the catalyst to drive revenue growth across the business.

You will be responsible for helping to turn the Brand + Reputation practice business plan into an operational reality and direct, inspire, motivate and develop the team. You will have an overview of the wider business and identify opportunities for cross sell or synergy on clients and new business.

Your work in particular will involve managing a client portfolio, providing senior counsel, driving new business and managing account teams.

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.

## What are the main responsibilities?

- Act as an integral part of the clients' strategic advisory team to provide senior counsel and strategy input
- Manage your own portfolio of clients looking for organic growth opportunities and cross-pollination
- Support the Head of Brand + Reputation in ensuring overall quality, client retention and delivery of budgeted results and profitability targets
- Lead on new business opportunities / pitches, overseeing the pitch process and securing new clients
- Shape and steer media relations strategies, maintaining longstanding relationships within the industry and assist with major issues and crisis management
- Proactively create new opportunities and confidently effect introductions to develop other areas of MHP business
- Help with the overall development of the team, resource planning, allocation, recruitment, staff welfare and performance issues; nurture the team, provide guidance and counsel to ensure team retention
- Be an ambassador for Brand + Reputation within MHP, Engine, client inter-agency teams and the wider industry
- With the MHP Brand + Reputation senior team, help grow the Practice and realise its ambitions

## The successful candidate will:

- Have an exceptionally strong record of working with marquee clients and delivering strategic counsel
- Apply strategic 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
- Grow existing clients by developing new and compelling strategies and campaigns that clients want to buy
- Have a proven track record of pitching new business, selling strategies and campaigns that demonstrate an understanding of a client's objectives / challenges
- Inspire, lead and help nurture talent within MHP Brand + Reputation, instilling good practise
- Be connected within the comms industry that will be utilised to market the work coming out of MHP Brand + Reputation
- Consistently exceed client expectations in the development and delivery of client communications strategies for which you are responsible
- Proven track record of creative thinking, looking for innovative ways to solve the communication issues for clients
- A passion for measurement: always looking for ways to prove the value of our work and the tangible difference it makes to our clients' businesses
- Someone who lives the MHP values: ever curious, ambitious, entrepreneurial and respectful

## 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.