

DIGITAL ACCOUNT MANAGER

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 and, soon, creative and strategic specialisms. This role will sit in the Creative Services team.

The role

We are looking for a full-time digital account manager who can use their expertise to enhance our offering and reputation in strategic comms. The successful candidate will work predominantly with Engine MHP but also support Engine Mischief.

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 and activating digital platforms that aren't just for consumer audiences – complex audiences are our speciality!

Your role is three-fold; to be part of client account teams, to input and participate in new business and to be a digital ambassador within the business. 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, developing and running content calendars).

The role will therefore suit somebody with digital experience in both earned and paid 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.

Reporting in to the Head of Creative Services, you will actively help shape and inform the future development of Digital and the role it plays within Engine Communications.

Key responsibilities

- Owning and leading digital strands of client account work
- Providing strategic and tactical advice and counsel to clients, being a go-to contact for clients and developing meaningful relationships
- Support successful pitch teams, developing and pitching powerful digital strategies and activations that deliver against the brief and produce measurable outcomes
- Developing, managing and activating content plans
- Developing influencer-led strategies / campaigns
- Managing relationships with suppliers of key insight tools and partners such as production and media agencies
- Collaborating and guiding our Digital Champions, people within account teams across the business; the training programme was established to foster digital capabilities wider within the agencies and breed a culture of digital
- Work with the wider Creative Services team to up-sell the digital offering to the different practices
- Actively look for new tools and resources that can enhance our offering
- Work with and grow Engine MHP and Engine Mischief's family of suppliers and partners, building a roster of best-in-class partners
- Participate in Engine MHP and Engine Mischief marketing activities to promote the business and build our brand

The successful candidate will:

- Exhibit knowledge and deep understanding of digital and how it plays out within the earned, owned, paid and shared media
- Be experienced in managing clients and owning client relationships
- Have experience in digital earned media in B2C and B2B environments
- Have good analytical skills
- Be 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
- Have a proven track record of pitching new business, selling digital strategies and campaigns that demonstrate an understanding of a client's objectives / challenges
- Have their finger on the pulse of digital innovation to 'bring the outside in' and inspire teams and clients

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.