

Associate Director  
MHP Health

## Introduction

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

With 160 staff, we provide deep expertise in brand, financial, corporate, health and public affairs – reflected in the fact that 200 organisations put their trust in MHP, including , Astra Zeneca, beIN Media Group, Coca-Cola, NHS, Klarna, Shaftesbury, Kimberly-Clark, Nationwide, Revolut, Roche, and Laing O’Rourke.

MHP Health is one of the highest performing practices in MHP – growing 30 percent over the last two years and winning the coveted Communicate Public Affairs and Policy Agency of the Year in 2019 and 2020. From reversing UK Government policy on vaccinations, to building support for genomics in the NHS and shaping the environment for respiratory conditions Globally – our work is diverse and challenging. We have the client roster to match, including AstraZeneca, Alzheimer’s Research UK, Bristol-Myers Squibb, NHS Digital, Roche, Takeda, Save the Children and the UK Lung Cancer Coalition – to name but a few. The team deliver projects at a UK, European, and Global level across a broad range of communications disciplines including policy, government affairs, media relations, patient advocacy and corporate communications. Our varied work has one goal: build compelling campaigns which change the way that patients, professionals and policy makers think and act – to help enhance and extend people’s lives.

## The role

MHP Health is looking for an Associate Director to further expand our talented team to support business growth across our broad client base. As an Associate Director you will shape and deliver strategic advice to clients, provide senior counsel, direction and advice to colleagues and assist in fulfilling management responsibilities. You play an integral part in new business growth and strategic development of MHP.

You will be an ambitious healthcare public affairs or public relations consultant with a genuine interest and passion for healthcare communications. You’ll be committed to working and thinking hard, as well as having fun, delivering the outcomes that really matter for a range of commercial, voluntary and public sector clients – all of whom have an interest in health and care.

You will have experience of health public affairs, public relations, or patient advocacy through work in a previous consultancy or in-house at a charity, commercial or public sector environment. The key requirement will be a solid understanding of the healthcare landscape and communications disciplines and a desire to apply these in a busy commercial environment. As an Associate Director you will be responsible for managing and guiding junior team members, ensuring effective team working and quality of work.

## Key responsibilities

- Act as senior counsel to clients, supporting the development of their communications strategies as a whole
- Oversee all client contact whilst shaping and steering programme strategy and delivery and responsibility for servicing, profitability, forecasting and billing
- Lead and sign off on policy engagement programmes
- Identify and extract data for analysis, generate hypotheses for investigation and identify top lines
- Responsible for growing existing and winning new business, leading on pitches and networking for leads.
- Oversee full account team, providing leadership example and guidance to peers and colleagues including resourcing issues, account performance and delivering internal training
- Confident in articulating analysis of the overall shape and role of social media and frequently contributing new content.

## The successful candidate will have:

- Minimum six years' experience within agency/consultancy or in-house role within a commercial or patient/professional group setting
- Confidence and gravitas to advise senior clients on complex challenges
- Experience leading and shaping effective campaigns or large-scale programme with demonstrable outcomes
- Comprehensive understanding of the commercial healthcare and policy landscape
- Experience directly line managing and managing teams up to 6 people
- Strong skills in financial management

## 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.

We believe in a culture of inclusivity, we celebrate difference and believe that diversity makes our business more relevant, our work more meaningful and our people more empowered. We're committed to equality of opportunity for all and we're open to applications from all ethnicities, orientations, beliefs, gender identities + those with neurodiverse traits.



## 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.