

Director
Brand + Reputation, MHP

About Engine MHP

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.

About the Team

Twelve months ago, MHP merged its existing Corporate and Brand teams to create a new Brand + Reputation team. A new, wide-ranging offer that reflects the convergence demand from clients to solve ever more challenging communications demands.

Our vision is to become advisors of choice at board level for both marketing and corporate affairs leads. Since the start of the new team, in less than a year we’ve already added brand new clients to our roster – including Atos, Barclays, Barclaycard, Tate & Lyle, Samsung and Waterford Whisky - and are experiencing exciting growth.

Many of our new wins are from clients asking for an integrated team who can combine the very best in brand strategy with reputation management.

Brand + Reputation’s clients include: Avis Budget Group, British Business Bank, Coca-Cola, EON, Kimberly-Clark, PayPoint and TalkTalk.

We also work closely with our creative services team, specialists in digital, creative thinking, planning, strategy and content development, as well as with our colleagues in Mischief, helping clients earn attention in a competitive landscape.

About the role

We are looking for a Director to join our 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 help 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.

You will be responsible for working alongside other directors in the team to lead the overall operational delivery and management of the team, making commercial decisions and influencing the future shape of our practice including talent management, product & capability development, business development and industry profile.

Your work will involve managing a client portfolio, providing senior counsel, driving new business and managing account teams. You will be the senior lead on key clients, with an expectation to bring new thinking and ideas to organically grow existing business.

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

What we offer

In the current climate we are operating a hybrid working model with a blend of office-based and remote working. We've maintained a strong team culture during lockdown and are currently building on this with regular times in the office as a team to encourage collaboration and sharing of ideas. The office is a safe and secure socially-distanced environment fully complying with government guidelines.

We offer superb including: gym discounts, private health, 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.

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.