

Role: Senior Director, Brand + Reputation

About MHP

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

With 200 employees, 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, Barclays, beIN Media Group, Coca-Cola, NHS, Klarna, Samsung, Shaftesbury, Kimberly-Clark, Nationwide, Revolut, Roche, and Laing O’Rourke.

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

About the team

MHP’s Brand + Reputation practice was formed at the end of 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.

Despite the challenges that a global pandemic in 2020 gave rise to, our first 18 months as a new team has been exciting. We have exceeded financial targets, expanded the breadth of our offer and won a host of new clients including Atos, GoDaddy, Samsung, Barclays, HelloFresh and E.ON. We’ve also grown our remit with existing agency clients such as TalkTalk and Astra Zeneca.

We are building a team full of smart consultants 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 Avis Budget Group, Atos, Barclays, British Business Bank, Coca-Cola, GoDaddy, E.ON, HelloFresh, Kimberly Clark, Network Rail, PayPoint, SWR and Waterford Whiskey.

About the role

We are looking for a Senior Director to join our Brand + Reputation team, reporting to Practice Head, Rachel Bower, operating as a senior leader across the team and the wider agency, leading integrated briefs.

As a senior leader you will be able to influence, persuade, provide counsel and sound advice across a range of sectors. You will be able to advise at the most senior levels of business, including C-suite executives on a range of brand and reputation challenges. You will understand how to navigate complex stakeholder environments and be able to deputise for any member of the agency leadership team when needed.

You will also be viewed as an exceptional role model both within the practice and across the agency.

As an integral part of the Practice senior leadership team you will lead on the provision of strategic advice to clients and colleagues while ensuring account teams exceed clients' expectations as well as ensuring accounts are profitable.

You will lead by example to manage and motivate your team, partnering with the Practice Head to identify and the shape future direction of the practice.

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

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 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.