

Account 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 190 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 American Express, BNP Paribas, Kimberly-Clark, Nationwide, Revolut, Roche, The RAF, The Restaurant Group, and Saga.

MHP Health is one of the highest performing practices in MHP – growing 30 percent over the last two years and winning the coveted Communique 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 Account Director to further expand our talented team to support business growth across our broad client base. As an Account Director you will help shape and deliver strategic advice to clients, provide counsel, direction and advice to colleagues and have line management responsibilities.

You will be an ambitious healthcare public affairs consultant with a genuine interest and passion for health policy and public affairs. 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 ideally have experience of both Global and UK health public affairs or policy development through work in a previous agency/consultancy or in-house in a charity, NGO, commercial or public sector environment. The key requirements will be a solid understanding of health policy and passion for healthcare and a desire to apply these in a busy commercial environment and contribute to the success of a hard-working and passionate team. As an Account Director you will be responsible for managing and guiding junior team members, ensuring effective team working and quality of work.

Key responsibilities

- Act as counsel to clients, supporting the development of their communications strategies
- Oversee client contact whilst shaping and steering programme strategy including servicing, profitability, forecasting and billing

- Lead and sign off on policy engagement programmes
- Support for growing existing and winning new business, pitching and networking for leads
- Running of 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.
- Identify and extract data for analysis, generate hypotheses for investigation and identify top lines

The successful candidate will have:

- Five years' plus work experience in healthcare policy / public affairs, either for a competitor agency, or in-house, perhaps at a charity, professional group or NGO
- Experience working in Global policy, as well as an understanding of the UK environment
- Confidence and gravitas to advise clients on complex challenges
- Experience leading and shaping effective campaigns or large programme with demonstrable outcomes
- Comprehensive understanding of the commercial healthcare and policy landscape
- Experience managing teams and finances

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.

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.