

Account Director - Influencer + Social, Mischief

Introduction

MHP + Mischief is a top 20 communications agency, and 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 attention grabbing storytelling, 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 communications, 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 The LEGO Group, Huawei, Unilever, AstraZeneca, Coca-Cola, Johnson & Johnson, JD Sports, Nationwide, Revolut and RSPCA to name but a few.

We are SABRE's UK Consultancy of the Year, PR Moment's Agency of the Year and two of the most-awarded teams in the industry.

The role

This is an exciting opportunity to join our award-winning agency as an Account Director - Influencer & Social.

The successful candidate will strengthen our already thriving influencer & advocacy offering as we enter a new era by consolidating our influencer business within this new division. They will be responsible for leading strategic talent, influencer and brand partnership campaigns and always on programmes for some of the agency's biggest clients. The candidate will be instrumental in driving division growth & revenue both from an organic perspective and in seeking out and securing new business opportunities.

The qualities the individual will need are summarised below:

Key responsibilities

- Guiding a team across a range of full-service digital-focused activity, including social media and influencer work
- Developing client social strategies, from creating social media playbooks to creating and implementing always-on social media content calendars
- Using exceptional knowledge of the influencer landscape to lead a team in delivering best-in-class influencer campaign work and always on programmes
- Monitoring the digital landscape to identify social media and influencer trends that could be adapted and implemented for client programmes
- Supporting wider teams with social media and influencer elements of existing client campaigns and new business briefs, ensuring digital activity aligns with PR plans
- Demonstrating understanding of clients' business objectives, applying a strategic and creative filter to all team output
- Understanding and experience in contracting of partnerships/talent/influencers

- Working effectively under tight time constraints
- Stakeholder management
- KPI setting, measurement and evaluation
- Strong client counsel expertise

The successful candidate will have

- Solid knowledge of social channel planning, with a specialist focus on Instagram, YouTube, Facebook, Twitter, TikTok, Twitch and beyond
- Proven experience within the Influencer Marketing sector delivering high-impact campaigns, running retainer work and overseeing always on programmes
- Consumer-first client experience inclusive of blue chip client list
- Experience in developing and managing strategic influencer partnerships
- Track record in integrated asset development & deployment (across digital, paid, search)
- Experience using social media content creation tools, which could include Canva and the Adobe Creative Suite, as well as the ability to brief the wider team and external designers on creation of content
- Knowledge of social media scheduling and monitoring tools, which could include Facebook Business Manager, Facebook Creator Studio, Sprout Social and Meltwater
- Strong knowledge of current affairs in the influencer and digital industry
- Impeccable interpersonal and social skills
- The ability to inspire their colleagues and clients alike
- Efficient multitasking and time management abilities
- Excellent verbal and written communication skills
- The ability to be a self-starter

What we offer

You can expect a great working environment and superb benefits to match, including: 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.

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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.