

## **Account Executive**

### **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 and deliver global communication strategies for clients in brand, financial, corporate, health and public affairs – reflected in the fact that 200 organisations put their trust in MHP, including American Express, AstraZeneca, BNP Paribas, Coca-Cola European Partners, Kimberly-Clark, Nationwide, Revolut, Roche, The RAF.

MHP Health is a high performing and celebrated practice – growing 20 percent last year alone - and regularly recognised through industry awards. Our mission is to make people give a damn about health. To shift perceptions and behaviours to change the way that diseases are diagnosed, managed and treated by helping the best innovations get to the people who need them the most. We do this by creating patient-first health campaigns, which combine best in class behavioural science and health communications expertise to earn attention, make people think again and drive change.

From addressing the challenges of cancer care and supporting efforts towards vaccinations during the COVID-19 pandemic, to partnering with the NHS to launch the first cell therapy in the UK and shaping the environment for respiratory conditions in Asia – our work is diverse and challenging. We have the client roster to match our ambitions, including AstraZeneca, Alzheimer's Research UK, Bristol-Myers Squibb, NHS Digital, Roche 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.

#### **The role**

We are looking for an ambitious new junior team member with a passion for health communications or health policy, and a commitment to deliver outcomes that really matter for a range of commercial, voluntary and public-sector clients.

As an Account Executive you will provide high-quality monitoring and research to our clients, as well work with the team on new business activities. You will be crucial to the effective delivery of client programmes and working with the wider account team to advise clients on their commercial and policy challenges. The role spans a range of accounts and will suit someone who enjoys working in a creative, forward-thinking fast paced environment.

You'll be a team player who is committed to delivering excellent work, but also to continuing to help redefine health policy, build advocacy and maximise the impact of communications at a time when the NHS and global health systems are changing radically. In addition to client service duties, the successful candidate will have the opportunity to participate in MHP Health's acclaimed policy research and thought leadership programme, as well as our training programme which is designed to ensure that our team continues to comprise the best health policy and communications advisors in the business.

**Key responsibilities:**

- Assist in the delivery of agreed client programmes with responsibility for providing timely and clear reporting on progress including drafting correspondence, developing meeting programmes, and arranging events
- Work with the team to help win new clients, through research, drafting, networking and pitching
- Maintain relevant lists of target stakeholder and audience groups relevant to your clients and sectors
- Collect, log and manipulate data with the ability to spot key themes or patterns
- Analyse social media trends and advocates to play an active part in creating and implementing traditional and social media campaigns

**The successful candidate will have:**

- A passion for the healthcare landscape and how different communications channels can be used to influence opinion and deliver commercial returns
- Excellent organisational, time management and project management skills
- Excellent written and verbal communication skills

**What we offer**

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