



Account Director, Financial Services

Introduction

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, influencer strategy, creativity, audience insight and industry expertise.

MHP helps clients navigate the volatile, activist and tribal Networked Age. Mischief is engineered to win in the Attention Rebellion era.

Our specialist areas include consumer comms, corporate reputation, crisis 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 AstraZeneca, Coinbase, Huawei, Innocent, JustEat, Lego, Restaurant Group, Marshmallow and Sky.

About the team

Working with game-changing fintech unicorns such as Klarna, Coinbase and Plaid to established names such as the FCA and ING, MHP's Financial Services team helps clients craft bigger, bolder and more relevant stories, to build new markets, acquire new customers and shape regulatory debates.

With experience across wealth and asset management, insurance, retail banking & consumer finance, crypto and fast-growing fintech companies, we combine deep sector expertise, creative firepower and behavioural insight to develop communications strategies that define, elevate and amplify our clients' positioning.

This is an exciting time to join our Financial Services practice. It is one of the fastest growing parts of the business, winning more than ten new accounts in 2021 alone, and is rapidly scaling as a result. We're looking for the right person, with the right skills and cultural fit to support the next stage of our growth.

The role

We are looking for a dynamic Account Director to join our team and work on an exciting portfolio of clients, acting as the day-to-day lead on client programmes and to direct, mentor and advise colleagues.

The role will involve managing the daily delivery of client programmes, providing regular advice to clients and support to account teams. The role will suit someone driven, who enjoys working in a forward thinking fast paced environment, loves the media, and who is experienced in taking a proactive lead in a variety of scenarios and with multiple high-profile clients.

You will be passionate about financial services with a view on the evolution of the sector and the reputational challenges and opportunities this presents for clients and prospects. You will have good financial services experience, a deep awareness of what drives the news agenda, and established media contacts at both national and trade publications.



Excellent writing must be a core skill, plus strong organisational and planning skills and the confidence to handle and deliver client programmes without regular supervision.

You will be ambitious and results driven, with a proven experience of forming strong client relationships built on trust, leadership and respect, and recognize the importance of staying creative and relevant in your approach.

Key responsibilities

- Lead on day-to-day client activity and teams.
- Build and maintain strong client relationships
- Proactively seek and manage media opportunities for clients.
- Develop and cultivate key media relationships.
- Maintain a good understanding of clients' business objectives, media and issues in their wider industry sector
- Manage and develop communications programmes for clients that enable them to meet their communication and commercial objectives.
- Assist with new business preparation and pitching.
- Keep up to date with the latest social media trends, proactively developing material and awareness of MHP Mischief's digital offering.
- Manage and mentor junior team members.

The successful candidate

- Will have at least 5 years of communications experience working in either agency or in-house roles
- Will be passionate about financial services and have some experience of working with clients in the sector. You'll be highly motivated and keen to work across a broad spectrum of clients including wealth and asset management, fintech, retail banking, consumer finance and private equity/venture capital.
- Will have experience of working across corporate positioning, brand building and reputation management briefs
- Will have a track record of forming strong client relationships built on trust and respect and understand the importance of staying creative and relevant in your approach
- Will have a forward-thinking view of communications and an appreciation of the role that different disciplines and skills can play in reaching audiences across a range of traditional and digital channels

What we offer

You can expect a friendly and dynamic working environment and an office space in the heart of the buzzing West End. Our goal is to ensure that your career here with us is fulfilling and that you're learning every step of the way on your journey through our agency. We have an online learning platform that hosts a variety of content and allows you to map your career out with all the training available to you (both online and f2f).

We have superb benefits to match including: 28 days holiday (plus bank holidays), vitality private medical insurance, pension, season ticket loan, cycle to work & much more.



We also have a dedicated Well-being team along with a Representation, Diversity & Inclusion task force to make sure we look after all our employees so that everyone can bring their true whole self to work.

About MHP Mischief

MHP Mischief is a unique combination of two market-leading brands, with 200 communications specialists and an approach that blends behavioural science, media and influencer strategy, creativity, audience insight and industry expertise.

We help clients navigate a volatile, activist, tribal and information-saturated landscape we call The Networked Age.

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

Our work for the NHS is PR Week's "Campaign of the Decade", we are two-time winners of The Creative Shootout and we were the most-awarded agency at the 2021 PR Week Awards.

We are UK Agency of the Year (PRovoke), Corporate & Financial Agency of the Year (PR Week) & Health Team of the Year (PR Week).