



Account Executive, 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 MHP's 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 an Account Executive to join our award-winning financial services team to work on an exciting portfolio of clients across the financial and professional services industry. With the ability to progress rapidly, everyone on the team gets involved and there is a fantastic opportunity to learn and observe experienced individuals provide strategic advice.

This role would be an integral part of supporting client programmes on a day-to-day basis. All roles are client facing, which we believe enables a true understanding of client needs and creates a stronger relationship. We welcome creative ideas and input, as well as a proactive attitude from all team members. Attention to detail is essential in the role, as well as an open-minded perspective.

Key responsibilities:

- Develop an understanding and awareness of key media titles whilst actively selling into various media and build relationships with journalists
- Assist in the delivery of agreed client programmes / actions with responsibility for providing timely and clear reporting on progress



- Play an active part in delivering campaigns including the use of social media
- New business research and content development
- Actively deepen knowledge of client's business, issues and media to support the team in the delivery of overall business objectives

The successful candidate will:

Through this role you will gain experience of selling ideas into the media, learn about the financial industry and public relations. Experience or work experience within financial services PR, through previous work experience or internships, is a significant advantage. You'll also have excellent writing skills and be highly organised, time efficient and confident assisting with the delivering of client programmes / actions.

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).