



## **Account Manager, Health**

### **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.

### **Do you give a damn about Health?**

The Health team within MHP Mischief has consistently been one of the highest performing and recognised practices in our industry – doubling in size over the last three years, winning the coveted Communique Public Affairs and Policy Agency of the Year in 2019 and 2020 and the PR Week Healthcare Practice of the Year in 2022. 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 Alexion, AstraZeneca, Bristol-Myers Squibb, Gilead, Takeda, Save the Children, The London School of Hygiene and Tropical Medicine 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: to get people to give a damn about health, by building compelling campaigns which change the way that patients, professionals and policy makers think and act – to help enhance and extend people's lives.

If you want to know about us, you only have to look to our values and how we deliver work which meets the needs of patients and enables them to access the best care possible. Our commitment to our clients and our team is that we:

**Give a damn** – about each other, about our programmes and our clients. We are passionate about healthcare, interested in our subject areas and always wanting to learn more. This enables us to look around corners for our clients and are true partners in delivery and advice. And, we care about each other, we look out for each other and work as a team to deliver the best work we can

**Nurture growth** - We are focussed on the growth of our team, regularly looking at learning and development opportunities to unlock everyone's potential and enable them to grow as consultants and experts



**Know that together, all things are possible** - We pull on the collective, diverse knowledge and skills of the team and know that we are better when we work together

**Are all leaders** - As an Associate, you will be able to shape and guide the future direction of this business, both in terms of clients, specialist areas for exploration and cross agency working

### **The role**

MHP Health is a multi-award-winning specialist healthcare communications consultancy. We are looking for an Account Manager to act as the day to day manager on client programmes. The role will work across a range of accounts and will suit someone who enjoys working in a forward thinking, fast paced environment.

You will be an ambitious healthcare communications consultant with a genuine interest and passion for health public relations, public affairs and policy. You'll be committed to working and thinking hard on behalf of a range of commercial, voluntary and public sector clients – all of whom have an interest in health and care.

You may have gained at least three years' worth of practical experience of healthcare communications through work in a previous agency/consultancy or in-house role within a commercial or patient group setting. The key requirements will be an understanding of the healthcare landscape and a desire to apply this knowledge in a busy commercial environment, contributing to the success of a hard-working and passionate team. Being a team player is a must.

Successful candidates will be committed to not only delivering excellent client service, but also to continuing to help influence change at a time when the NHS – and therefore our clients' audience – is changing radically. In addition to client responsibilities, you will have the opportunity to participate in MHP Health's acclaimed policy research programme, as well as our training programmes which are designed to ensure that our team continues to be comprised of the best advisers in the business.

### **Key responsibilities**

- Assist with managing servicing and profitability and being the day to day client contact
- Maintain a good understanding of clients' business objectives, political and policy issues and managing of programmes to enable them to meet those objectives
- Demonstrate a strong understanding of system architecture into which policy will be applied, oversee the drafting of policymaker and media materials whilst guiding and contributing to policy analysis
- Collect, log, manipulate and analyse data whilst highlighting key themes that will engage clients and external audiences
- Assist with new business preparation and pitching whilst maintaining prospect contacts.
- Keep up to date with the latest social media trends, proactively developing material and awareness of MHP's digital offering
- Manage and mentor junior team members and providing on the job training



### **The successful candidate will have:**

- Minimum three years' experience within agency/consultancy or in-house role within a commercial or patient/professional group setting
- An up-to-date knowledge of 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 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).