



Senior 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, 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 a Senior Account Executive to join our team and work on an exciting portfolio of clients. The role will suit someone who has a year or more experience in communications, who enjoys working in a fast-paced environment and loves media relations. It will provide the opportunity to get involved in a wide variety of accounts, supporting account teams on reporting, building journalist relationships at both the trade and national publications and drafting content to generate high-quality coverage.

Key responsibilities

- Deliver agreed client actions with responsibility for providing timely, accurate and clear reporting.
- Proactively ensure internal teams are up to date on the latest day-to-day activity, progress on media relations and results to ensure the smooth running of accounts.
- Be a trusted day-to-day contact for clients on accounts, including driving and leading agreed elements of calls and meetings.



- Develop an understanding and awareness of key media titles and trends whilst actively selling in on behalf of clients.
- Build a network of journalist contacts across client sectors, maintaining these relationships to bring in relevant opportunities and generate results for clients.
- Identify and capitalise on relevant media opportunities, demonstrating an understanding of how these support client objectives.
- Develop and maintain a good understanding of clients' businesses, and the environment in which they operate, to support the team in the delivery of overall client objectives.
- Use this understanding to inform the drafting of high quality long and short-form content, and in developing ideas that will drive the account work forwards in line with objectives.
- Support pitches with new business research, content and idea development, taking into account knowledge and observations of the wider industry.

The successful candidate will

- Have a keen interest in current affairs and financial services – 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.
- Have excellent written and verbal communication skills.
- Be highly organised and time efficient.
- Be keen to work and learn quickly in a highly varied, sometimes pressured but always interesting environment.
- Be offered training via our multi-layered training and development programme.
- Have at least a years' experience of working in communications already.

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).