



Senior Creative, Studio

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.

The role

We are seeking an inspirational and smart Senior Creative to join MHP, who can advise teams across our entire portfolio of MHP. We need someone who can elevate the quality of our creativity and help us excite and inspire our clients.

You should have a proven track record of developing creativity within the earned media space, as well as the ability to work across paid, earned, social and owned channels. You will need to be able to develop creative concepts for content and experiences that will bring your campaigns to life and to understand how to work with influencers and partners effectively.

You will need to be able to work collaboratively with a diverse group of communications professionals, from Health, Public Affairs and Capital Markets to creative, consumer, digital and corporate reputation specialists.

Primarily, the role will entail:

- Creating and developing successful concepts and ideas
- Working with team leads and digital and strategy specialists to translate concepts into compelling creative platforms, measurable and achievable campaigns, tactical ideas and content recommendations
- Advising and pitching to clients as part of integrated teams – to sell our recommended creative concepts that lead to higher business win rates

Secondarily, the role will entail:

- Fostering and instilling a creative culture and processes to produce better creative solutions amongst teams
- Promoting ENGINE MHP and acting as an ambassador for creativity within the business, developing relevant communications and participating in agency marketing initiatives



We need someone with a thirst for original creative as well as commercial understanding and the ability to truly sell ideas. You need to have personal gravitas and be able to serve as a trusted advisor to senior communications professionals and business leaders.

You need to be curious, collaborative and creative and your interest and experience needs to extend across earned media through traditional PR and into digital activation spaces and social content. You will be expected to help grow existing accounts and lead the creative of new business pitches.

With excellent communication and interpersonal skills, you will present winning concepts and ideas, and ignite passion among teams to the benefits of insight led creative solutions. We need someone who can be agile and adaptable, able to work at a fast pace and meet deadlines, and comfortable working on a broad range of challenges across new business and client briefs at any one time

This role will sit in the Creative Services team, which includes digital, design and, soon, creative and strategic specialisms

Key responsibilities

- Support successful pitch teams, developing and pitching powerful creative platforms and activations that deliver against the brief and produce measurable outcomes
- Work with client teams to provide creative counsel to existing clients, either as part of an ongoing relationship or on ad hoc basis – to develop and sell bigger, better campaigns and activations
- Work with leaders of the business, supporting the new business prospecting process and developing senior level client contacts
- Confident in articulating how ideas can translate across channels and the role of digital, content and insights in delivering creative, working closely with digital and strategy specialists in developing recommendations
- Instil high levels of creativity in the business through example and systematic training, techniques and practices
- Provide inspiration and example to the broader business through leadership and guidance
- Work with and grow Engine MHP+Mischief's family of suppliers and creative partners, building a roster of best-in-class partners

The successful candidate will

- Be highly creative and have an exceptionally strong track record in translating ideas into new business conversion
- Exhibit knowledge and deep understanding of earned media and content marketing
- Apply creative thinking / solutions to client challenges across the business, able to tailor ideas and pitches to different audiences and create routes to engagement that are relevant to the clients of the different practice areas
- Have a proven track record of pitching new business, selling creative ideas and campaigns that demonstrate a strategic understanding of a client's objectives / challenges
- Grow existing clients by developing new and compelling concepts and campaigns that clients want to buy



- Proactively shape and lead the creative process for new and existing briefs working with teams across the business
- Be a strong presenter with a track record of playing an important role in winning pitches

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).