



Strategy Associate Director, 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.

Strategy at MHP Mischief

We are fast-moving and ambitious team, and our strategy function reflects that. Currently a team of one, we are seeking to double in size in 2022, bringing in an Associate Director to support across the agency and act as the number two in a growing team.

Partnering with over 200 communications professionals on big brands and start-ups, across public affairs, corporate communications and creative strategy, a strategist's life at MHP is fast-paced, dynamic and never boring. Strategy at MHP sits at the intersection of corporate (reputation & public affairs), creative and brand strategy. Bringing the best of these three disciplines together, we take an approach that is fresh, flexible and insight-driven to bring clients new ways of thinking about their work.

We work with our colleagues in Mischief to deliver integrated strategies and we are the team responsible for translating the behavioural science research from our partners at INFLUENCE AT WORK into communications insights.

Our second strategist hire will have three important roles to play, in partnership with Kate Gomes, Head of Strategy.

1. Leading new business – strategy works across the agency so this will mean getting to grips with the problem (or the problem behind the problem) and driving the solution on issues from financial services to brand, health to capital markets.
2. Partnering with account teams – participating in annual planning and responding to new briefs for existing clients from right across the agency, running client workshops to explore ideas or develop positioning
3. Developing our best-in-class strategy function – driving our Networked Age research programme, working closely with our behavioural science partners Influence at Work, developing processes, selecting tools and supporting recruitment. MHP is rightly proud of its IP and Strategy sits at the very heart of that.



The dream candidate

- Is energetic and inspiring – believes in the power of strategy to make powerful communications
- A 'sponge' who loves culture, data, charts and chats and uses them all as a jumping off point for new thinking
- Knows the value in explaining why decisions have been made, and knows there is no such thing as the right strategy
- Is an expert at taking complex ideas and jargon and making it accessible, memorable, and interesting
- A persuasive presenter with outstanding oral, written, and presentation skills, comfortable in talking to, and counselling, clients
- Enjoys new challenges and thrives in a multi-stakeholder environment
- Is independent and strong-willed, but knows how and when to flex
- Wants to learn, grow and play a central role in building something different, new and industry leading

Experience

- Demonstrated experience in brand, creative and corporate strategy
- Has worked in at least two of our verticals: corporate, financial services, capital markets, public affairs and health
- Experienced in Purpose, Vision and Narrative development
- Strong research skills, and can turn that research into succinct insights
- Using research tools (audience, trends, media analytics etc.) and developing bespoke quant and qual research (e.g., surveys)
- Managing research partners
- Creative brief development and working with Creatives to develop campaigns based on strategy and insight

Additional desirable experience (but not necessary)

- Experience with behavioural science
- Channel strategy development experience

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).