



Account Director, 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 and product 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

The role

We are looking for an ambitious communications consultant with a genuine interest and passion for healthcare to join our growing health communications team as an Account Director. This team has won five new pieces of business in the last four months, across a diverse range of areas from women's health, respiratory and rare diseases, across both corporate and product communications.

As an Account Director you will know what good client and programme management looks like, you will be able to give insights-based counsel on how programmes need to evolve and have a point of view on the world in which we operate. You will have a good understanding of the opportunities and challenges of working with pharmaceutical clients, including being comfortable with brand communications. You will be fluent in communications and media strategy, spanning earned traditional and social methods, and be adept at considering a broad range of communications channels to help our clients achieve their goals, across corporate and brand accounts. You will know how to manage teams and unlock the potential of those around you. You will be confident in giving feedback with a growth intent and working with your senior reports to deliver excellent client work. The key requirement will be a solid understanding of the healthcare landscape both within the UK and across other markets and a desire to apply these in a busy commercial environment.

You'll be committed to working and thinking hard, as well as having fun – and will have a proactive mindset aimed at delivering the outcomes that really matter for a range of clients – all of whom have an interest in health and care.

Key responsibilities

- Act as day-to-day counsel to clients, supporting the development of their communications strategies as a whole, challenging thinking where appropriate, and spotting opportunities to grow programmes to meet clients' objectives
- Maintain strong client contact whilst shaping and steering programme strategy and delivery and responsibility for servicing, profitability, forecasting and billing
- Produce written work to a high standard and guide others to do the same
- Confident in building media strategies, encompassing earned traditional media results and social / digital strategies to reach intended audiences

The successful candidate will have:

- Minimum four years' work experience within agency/consultancy or in-house role within a commercial or patient/professional group setting
- Experience of pharmaceutical counsel and programmes, at a regional or Global level
- Confidence and gravitas to advise day to day clients on programme management and operating environment
- Experience contributing to the development and implementation of effective campaigns or large-scale programme with demonstrable outcomes
- Comprehensive understanding of the commercial healthcare and media landscape, including a good network of media and advocacy contacts
- Experience coaching junior colleagues and managing teams



- Strong skills in financial management

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).