



## Marketing Executive

### 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.

### What is the role?

We're looking for a Marketing Executive to support a range of activity across MHP Mischief.

This is a wide-ranging role which includes **organising events** (for example the industry-leading 30 To Watch Awards); **coordinating award entries**; producing **digital and email marketing** campaigns; and helping teams to submit **new business proposals and pitches**.

It's an ideal opportunity for someone with excellent organisation skills, who's looking to work in a busy, ambitious agency, across a variety of marketing and communications areas.

### What are the main responsibilities?

Events:

- Managing logistical arrangements for our events, including recording RSVPs and communicating with guests; managing venues, caterers and other suppliers; and assisting on the day.

Marketing:

- Coordinating award entries – owning our award entry tracker and timelines; drawing together material and completing entry documents; and administering the entry process and our attendance at subsequent award ceremonies.
- Producing email marketing campaigns – experience of DotMailer, MailChimp, Campaign Monitor or a similar platform would be advantageous.
- Updating our website & social media channels, and Community Management on these networks; and using Google Analytics to track our performance.



- Maintaining our marketing content calendar and media grid and sharing updates with teams across the business; monitoring and identifying profiling opportunities; and collating MHP Mischief coverage reports.

#### New Business:

- Recording new business opportunities in our CRM system, and noting proposal and pitch timelines and similar administration.
- Helping teams complete common pitch and proposal content (for example collating biographies, case studies, and agency information).

#### 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 & free breakfast.

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).