



Account Executive, MHP 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.

About the team

MHP Health is a high performing and celebrated practice – growing 20 percent last year alone - and regularly recognised through industry awards. Our mission is to make people give a damn about health. To shift perceptions and behaviours to change the way that diseases are diagnosed, managed and treated by helping the best innovations get to the people who need them the most. We do this by creating patient-first health campaigns, which combine best in class behavioural science and health communications expertise to earn attention, make people think again and drive change.

From addressing the challenges of cancer care and supporting efforts towards vaccinations during the COVID-19 pandemic, to partnering with the NHS to launch the first cell therapy in the UK and shaping the environment for respiratory conditions in Asia – our work is diverse and challenging. We have the client roster to match our ambitions, including AstraZeneca, Alzheimer’s Research UK, Bristol-Myers Squibb, NHS Digital, Roche 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 communications.

The role

We are looking for an ambitious new junior team member with a passion for health communications or health policy, and a commitment to deliver outcomes that really matter for a range of commercial, voluntary and public-sector clients.

As an Account Executive you will provide high-quality monitoring and research to our clients, as well work with the team on new business activities. You will be crucial to the effective delivery of client programmes and working with the wider account team to advise clients on their commercial and policy challenges. The role spans a range of accounts and will suit someone who enjoys working in a creative, forward-thinking fast paced environment.

You’ll be a team player who is committed to delivering excellent work, but also to continuing to help redefine health policy, build advocacy and maximise the impact of communications at a time when the NHS and global health systems are changing radically. In addition to client service duties, the

successful candidate will have the opportunity to participate in MHP Health’s acclaimed policy research and thought leadership programme, as well as our training programme which is designed to ensure that our team continues to comprise the best health policy and communications advisors in the business.



Key responsibilities

- Assist in the delivery of agreed client programmes with responsibility for providing timely and clear reporting on progress including drafting correspondence, developing meeting programmes, and arranging events
- Work with the team to help win new clients, through research, drafting, networking and pitching
- Maintain relevant lists of target stakeholder and audience groups relevant to your clients and sectors
- Collect, log and manipulate data with the ability to spot key themes or patterns
- Analyse social media trends and advocates to play an active part in creating and implementing traditional and social media campaigns

The successful candidate will have

- A passion for the healthcare landscape and how different communications channels can be used to influence opinion and deliver commercial returns
- Excellent organisational, time management and project management skills
- Excellent written and verbal communication skills

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).