



## **Account Executive, Mischief**

### **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 Mischief**

Mischief helps brands earn attention by playing with the norm and working at the speed of life. We represent some of the most-loved, most-trusted and most intensely scrutinised brands in the country, including Asda, Coca Cola, The LEGO Group, Seven Dials, E.ON, Huawei, Unilever, LVMH and Just Eat.

We are one of the most-awarded teams in the industry including being two-time winners of The Creative Shootout. Culture is at the heart of our business and we seek to instil hunger and curiosity as core behaviours at all levels of the business. We're looking for someone who has an entrepreneurial mindset, a tonne of hustle and exceptional client handling and counsel expertise.

We want someone who helps grow the agency and helps lead Mischief into its next successful era. The qualities the individual will need are listed below but can also be summarised in one word: opportunity.

The opportunity to help take the agency into its next phase and be central to a thriving agency, and be awarded for your accomplishments.

### **About the role**

This is an exciting opportunity to join our award-winning agency as an Account Executive

### **Key responsibilities**

- Best in class media relations expertise - ability to deliver stand out coverage as well as proactively identify key coverage opportunities for clients
- Writing first drafts of press releases, media pitches and media lists
- Day-to-day account organisation coordination, including completing status reports, action planners, collating coverage and drafting meeting contact reports
- Building relationships with key journalists
- Identifying, securing and managing influencers for social media activity



- Assisting senior colleagues in fulfilling their responsibilities to keep accounts on track and within budget
- Impeccable time management skills
- Desk research to support new business and client growth opportunities
- Ability to work at speed under tight time constraints
- Understanding of social media formats and the ability to create and post engaging content for clients

### **The successful candidate will have**

- Experience working at JAE level and ready to take a step up or an established AE
- Experience with consumer-facing brands (household name brands if possible)
- A 'media hound': tenacious and passionate about picking up the phone, schmoozing journalists and securing great coverage
- Experience working with influencers and on activations across social media channels
- Highly organised: this person will be relied upon to provide the administrative backbone to key Mischief accounts
- A strong writer: skilled at writing first drafts of press releases and media pitches
- A team player: great interpersonal skills, and someone who brings a sense of fun and personality to their work
- Great time management and ability to multitask
- Someone who lives the Mischief values: ever curious, ambitious, entrepreneurial and attention seeking for themselves and clients

### **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).