



Head of Marketing, MHP Mischief

Introduction

MHP Mischief is one of the UK's leading communications agencies, with 200 people, annual revenues of £32m and 250 clients, including leading brands such as Lego, Spotify and AstraZeneca. We are the most-awarded UK communications firm of the last 12 months.

As Head of Marketing, you will manage a small team, working directly with the CEO and the agency's Leadership Team to build our brand, grow our new business pipeline and promote our reputation as a great place to work and develop your career.

We lead the way in applying behavioural science to solve complex communications challenges and your work will include promoting our relevant IP and our Networked Age research programme. We also provide expert commentary and insights on everything from trends in ESG, health and politics to developments in media, influencer and brand strategy.

In addition to supporting our specialist teams, including Health, Public Affairs, Brand & Reputation, Capital Markets, Financial Services, Studio, Mischief and Accord, you will design and implement agency-wide marketing initiatives.

For this role, you will need to combine outstanding planning and project management skills with a strategic and creative mindset and ability to work at the speed of the news agenda, in order to capitalise on new opportunities.

You will also need to be an effective team manager and have the soft skills required to effectively manage internal stakeholder relationships and external partners.

Key responsibilities

You will be responsible for the following areas:

- The annual agency marketing strategy and plan, to tell a coherent, compelling and comprehensive story, differentiate us from our competitors and position us as a leading strategic and creative consultancy
 - Working with the CEO and Deputy CEO to develop the marketing strategy and design a group-wide annual plan
 - Maintaining and updating the annual marketing calendar on a weekly basis, including a regular pipeline of news announcements, such as client wins and new joiners
 - Managing the annual marketing budget and reporting monthly against the three pillars (brand, new business and client entertainment)
 - Liaising with the Leadership Team to oversee and incorporate practice-level marketing initiatives within the group-level plan
 - Benchmarking the agency against relevant competitors as part of the annual planning process
- The production of high-quality events (digital and physical) for clients and colleagues, including, but not limited to:
 - Client hospitality: Summer party, Political Party Conference season events, private dinners



- Employee events: Summer party, Christmas party, company offsite
 - Thought leadership events: Political debates, Media roundtables, Research and product launches
 - Our “30 to Watch” Awards for young journalists and political influencers
- The management of our website and social channels
 - Designing and meeting annual KPIs for our digital channels
 - Ensuring that all channels are regularly updated with high-quality, representative and engaging content, working with the Practice teams and Studio design and production experts to develop a rolling weekly schedule of content
 - Recommending and implementing paid campaigns to ensure effective audience targeting
 - Providing a monthly analytics report, with tactical recommendations to improve engagement rates
- Development of a wide range of high-quality marketing and communications assets, including but not limited to:
 - Press releases
 - Head shots
 - Infographics
 - Videos and animations
 - Emails
 - Reports and whitepapers
 - Brochures and handbooks
 - Branded merchandise
- Management and enhancement of our CRM system and processes
 - Reviewing and developing our processes to ensure that we have one, comprehensive central database of clients, prospects and contacts that will improve the reach and efficiency of our outgoing communications and invitations
 - Ensuring that each Practice team updates and contributes to the CRM database on a regular basis
 - Deliver regular email marketing – including ownership of our email marketing tool, DotDigital.
- Award programme
 - Ensuring that we submit compelling award entries to celebrate our best work in the right places, in order to help attract the right client prospects and talent
 - Ensure that we maintain and improve our success rates and get value for money by targeting the most prestigious awards and categories where we have a realistic prospect of success
- Partner identification and management
 - Review and manage our supplier relationships, including design, production and event management to ensure we have best-in-class suppliers and get value for money
 - Work alongside our partner agencies, including Savanta and Influence at Work to ensure that they contribute appropriately to our activities
 - Manage relationships with key intermediaries, such as agency brokers
- Manage new business procurement processes, supporting the pitch lead to ensure that appropriate, accurate and compelling information is submitted on time and to the proper specifications



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).