



Social Specialist, Studio

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.

The Role:

We are looking for someone that has experience working with multiple brands in the social media marketing space. Must be well-organised, a strong communicator, client-facing, rock-star that bleeds social media marketing. We are growing and need someone that can hit the ground running!

As a Social Media Specialist, you'll be working with an expert team dissecting briefs, pinpointing the problem, and writing strategic plans to deliver effective, creative, best-in-class content. You will be challenging how brands drive value from social platforms and delivering great work that solves real business problems.

Key responsibilities

- Work within the Digital team to deliver strategic social plans and inspiring creative briefs that achieve brand objectives and deliver measurable results.
- Create timely and engaging content optimized for platform used and intended audience.
- Analyse and report social media actions monthly for successes and new opportunities.
- Applying critical and analytical thinking to client briefs, probing for a deeper understanding to uncover the fundamental problem.
- Carry out qualitative and quantitative research to provide impactful findings and compelling, data-driven insights across audience, category, brand, social and culture.
- Establish and evolve robust KPIs and frameworks that measure content effectiveness and brand impact.
- Work closely with the client teams to identify proactive opportunities for existing clients by optimising plans and proving the added value social can bring to their business.
- Support internal and external education and best practice, inspiring the agency and our clients to think and behave more strategically.
- Be culturally curious, staying on top of new behaviours, trends, platforms, and tools that are changing the landscape.
- Play a key part in our pitch process, working with the senior team to support on strategic plans and effective responses to briefs, presenting confidently and coherently when required.



- Continue to refine and define our social media process and offering.
- Being a social ambassador within the business.

Skills and experience

- 2+ years of social media marketing experience (prefer to have account management experience).
- Experience of working within social platforms including, but not limited to, Facebook, LinkedIn, TikTok, Instagram, Twitter, YouTube, Pinterest, and more.
- Knowledge of social media and analytics software (Hootsuite, Meltwater, Google Analytics, Facebook Insights, etc.).
- Working knowledge of social media paid advertising campaigns including Facebook/Instagram, LinkedIn and Twitter.

Additional consideration for

- Strong understanding of user-generated content management, content marketing and reputation management.
- Understanding of integrated digital campaigns, including the ability to use Wordpress and SEO tools.
- Strong, professional written and verbal communication skills.
- Strategic content creation and excellent writing skills.
- Ability to work independently and in a team environment.
- Exceptional time management skills including the ability to handle multiple clients with changing priorities.

With excellent communication and interpersonal skills, you will be client-facing. We need someone who can be agile and adaptable, able to work at a fast pace and meet deadlines, and comfortable working on a broad range of challenges across new business and client briefs at any one time

This role will sit in the Studio team which includes digital, design, production, creative and strategic specialisms.

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).