

Digital Director, 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, Shaftesbury and Sky.

About Mischief

Mischief is one of the UK's most successful, awarded and most talked about PR agencies. Since 2006 we have a well-deserved reputation for delivering bold, brave and impactful work for some of the world's leading brands, including LEGO, Unilever, Three, Nestle, LV=, Ocado and Seven Dials. We are looking to hire a Digital Director to sit on the Mischief management team.

As part of the management team the successful candidate will be helping to shape the future of Mischief. This will be an exciting new era for the agency, supported by a new positioning and a refreshed look and feel. This person will play an instrumental role in turbo-charging Mischief's growth in 2023 and beyond.

We are looking for a full-time Digital Director who can use their expertise to not only enhance our offering and reputation in attention grabbing social and digital comms, but can be a catalyst to driving revenue growth across the agency through digital.

Our aim is to provide better service and a more integrated and impactful comms solution to all of our clients. This new digital opportunity will help support our vision. The calibre of the client and the quality of the work rivals any top-rated London digital agency. Recent digital only work for clients include Seven Dials, Lego & Three.

The successful candidate will be responsible for instilling a digital culture and mindset, your role will see you help expand the digital capacity within the agencies, and you will be expected to consult - and inspire - both internal audiences and clients to grow our digital expertise.

Digital expertise through the lens of earned media space is key for this role, as well as the ability to work across all channels – paid, earned, social and owned. You will need to be able to develop cross channel, content and social strategies and activation. You will also be aware of emerging trends and innovation, as well as having established connections with partners.

Being client facing and working with the different client teams to pitch digital to prospects and existing clients to drive growth will be a core part of the job, as will acting as an ambassador for the business, helping to build MHP Mischief's reputation as a digital force.

Whilst this role will sit within Mischief, you will also need to be able to work collaboratively with the MHP Mischief Studio team which includes digital, design, creative and strategic.

Key responsibilities

- Drive digital revenue growth across Mischief
- Work with the Strategy and Insights lead and digital colleagues across Mischief and Studio to build digital capacity and breed a culture of digital
- Develop insightful digital strategies for clients and prospects in the consumer lifestyle space
- Working with team leads to design measurable digital and social programmes including content and channel recommendations
- Support successful pitch teams, developing and pitching powerful digital strategies and activations that deliver against the brief and produce measurable outcomes
- Work with client teams to provide digital counsel to existing clients, either as part of an ongoing relationship or on ad hoc basis – to develop and sell bigger, better campaigns and activations
- Actively look for new tools and resources that can enhance our offering
- Proactively shape and lead the digital strategy process for new and existing briefs working with teams across the business
- Participate and lead training across the business to breed more of a digital culture

The successful candidate will

- Have an exceptionally strong record of developing and delivering digital strategies for consumer brands
- Exhibit knowledge and deep understanding of digital and how it plays out within the earned, owned, paid and shared media
- Be able to demonstrate how they have applied strategic thinking / solutions to client challenges, tailored ideas and pitches to different audiences and created routes to engagement
- Have a proven track record of pitching new business, selling digital strategies and campaigns that demonstrate an understanding of a client's objectives / challenges
- Be trained and understand data analysis and digital tools in order to feed into strategies

- Have experience of managing teams and mentoring junior colleagues
- Have delivered influencer, social media, content and SEO programmes
- Be experienced in managing clients and owning client relationships
- Be able to cost projects and manage budgets
- Be able to act quickly and responsively to client requests – get stuck in, roll up their sleeves and ensure jobs are completed on time and to budget

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.