

## **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 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.

As well as client and management responsibilities, new business generation and conversion will be a part of the role. We have an enviable new business record and are rightly feared by other agencies whenever we appear on pitch lists. But... there is always more we can - and want - to do. We're looking for someone who can super-charge our new business effort, all the way from sourcing opportunities through to winning pitches. We're looking for someone who has an entrepreneurial mindset, a tonne of hustle and an unparalleled black book of contacts. We want someone who can grow organic business, bring in income, help propel the agency forward, improve client relations and lead best practice across the agency.

The qualities he or she will need are listed below but can also be summarised in one word : opportunity. The opportunity to sit on the Mischief leadership team and help take the agency into its next phase. The opportunity to run key client portfolios and lead the new business effort at one of the UK's most successful agencies. And the opportunity to be central to a thriving agency culture.

## What we're looking for

- An industry 'heavy hitter' with bags of agency experience
- Someone with an entrepreneurial mindset
- Someone who is happy to work as part of a team but can also work solo
- A proven track record of running big and small client portfolios
- The ability to win business - and 'own' a new business deck from beginning to end
- An enviable black book of contacts
- An ability to network successfully

## Responsibilities

- Help turbocharge the growth of Mischief 3.0
- Bring additional senior leadership and counsel to the agency
- Running a busy client portfolio and helping to grow it in income
- Generate income - a proactive and agile plan of how to facilitate new business opportunities
- Work with Mischief Directors, supporting the new business prospecting process
- Write winning pitch decks
- Generate a proactive and agile plan of how to facilitate new business opportunities
- Bring any organic opportunities through your existing relationships into Mischief
- Work closely with Mischief Planning & Creative team to ensure a cohesive, seamless and successful new business process
- Participate in Mischief marketing activities to promote the business and build our brand
- 'Bring the outside in' - proactively seek out (and keep abreast of) what is going on within the industry and further afield, to proactively share and inspire the business
- Work within your client portfolio to provide creative counsel and develop and sell bigger, better campaigns and activations
- Source and convert organic growth opportunities from existing clients
- Grow Mischief's list of suppliers and partners, building a roster of best-in-class partners to enhance the new business process

## 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.