

## Strategy & Insights Lead for 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 Strategy & Insights Lead 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 seeking a bright and brilliant Strategy & Insights Lead for Mischief who can elevate the quality of our thinking and help us tell our clients things they don't already know. You should have a proven track record of developing critical insights and translating them into communications strategies that stretch across earned, paid, owned and shared media, and which lead to more effective campaigns and higher new business win rates.

Primarily, the role will entail:

- Identifying and analysing the most sources and data sets to develop audience insights
- Working with team leads and digital and creative specialists to translate these insights into strategies, messaging frameworks, influencer and advocate recommendations, and channel plans to persuade and engage audiences

- Advising and pitching to clients as part of integrated teams – to sell our recommended strategies

We need someone with a thirst for original insight as well as commercial understanding and the ability to truly sell ideas. You need to have personal gravitas and be able to serve as a trusted advisor to senior communications professionals and business leaders.

You need to be curious, collaborative and creative and your interest and experience needs to extend across earned media through traditional PR and into digital activation spaces and social content. You will be expected to help grow existing accounts and lead the insight, strategy and measurement of new business pitches.

With excellent communication and interpersonal skills, you will present winning strategies, and ignite passion among teams to the benefits of insight led solutions. 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

### **The dream candidate**

- Is energetic and inspiring – believes in the power of strategy to make powerful communications
- A 'sponge' who loves culture, data, charts and chats and uses them all as a jumping off point for new thinking
- Knows the value in explaining why decisions have been made, and knows there is no such thing as the right strategy
- Is an expert at taking complex ideas and jargon and making it accessible, memorable, and interesting
- A persuasive presenter with outstanding oral, written, and presentation skills, comfortable in talking to and offering council to clients

### **The successful candidate will:**

- Have planned campaigns across multiple sectors and audiences, including consumers, business customers, and stakeholder groups
- Be proficient in using industry tools and taking data sets and turning them into original insights
- Be a strong presenter with a track record of playing an important role in winning pitches
- Have experience of designing appropriate measurement frameworks and advising on best practice metrics and methodologies
- Have the ability to train and develop colleagues to improve their understanding of planning disciplines and tools
- Be a strong writer, who can articulate persuasive arguments, rooted in evidence

**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.