



Social & Influencer Manager, Mischief

Introduction

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, Just Eat, Three, Nestle, LV=, Ocado and Seven Dials.

Mischief is part of MHP Group. MHP Group is a top 20 communications agency, and 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 attention grabbing storytelling, behavioural science, industry expertise, influencer strategy, creativity and audience insight.

MHP helps clients navigate the volatile, activist and tribal landscape we call The Networked Age. Mischief helps brands earn attention by playing with the norm and working at the speed of life.

Our specialist areas include consumer communications, corporate reputation, brand strategy, crisis and issues 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 The LEGO Group, Three, AstraZeneca, Coca-Cola, Johnson & Johnson, JD Sports, Nationwide, Ocado and RSPCA to name but a few.

We are PRCA's Large Agency of the Year, the most awarded agency at this year's PR Moment Awards and two of the most-awarded teams in the industry.

The role

This is an exciting opportunity to join our award-winning agency as a Social & Digital Account Manager at Mischief.

The successful candidate will be a key player within our already thriving social and influencer offering as we enter a new era, supercharging growth in this area. They will be responsible for activating social, influencer and brand partnership campaigns and always on programmes for some of the agency's biggest clients.



The qualities the individual will need are summarised below:

Key responsibilities

- Working as a lynchpin within the team across a range of full-service digital-focused activity, including social media and influencer work inclusive of content creation, channel management and community management
- Implementing client social campaigns, from running content creation shoots to developing and implementing always-on social media content calendars
- Using exceptional knowledge of the influencer landscape to support the team in delivering best-in-class influencer campaign work and always on programmes
- Monitoring the digital landscape to identify social media and influencer trends that could be adapted and implemented for client programmes
- Supporting wider teams with social media and influencer elements of existing client campaigns and new business briefs
- Working with the senior team to demonstrate understanding of a client's business objectives, applying a strategic and creative filter to all team output
- Understanding and experience in contracting of partnerships/talent/influencers
- Working effectively under tight time constraints
- Sound understanding of KPI setting, measurement and evaluation
- Experience in dealing with clients and providing counsel
- Ability to write copy in brand tone of voice (social, website copy, CRM comms)
- Understanding of Wordpress or similar tools

The successful candidate will have

- Solid knowledge of social channel planning, with a specialist focus on Instagram, YouTube, Facebook, Twitter, TikTok, Twitch and beyond
- Understanding of paid media (strategy & implementation)
- Proven experience within the Influencer Marketing sector delivering high-impact campaigns, working with influencer agents and talent directly to deliver impactful influencer campaigns
- Consumer-first client experience inclusive of blue chip client list
- Track record in integrated asset development (multi channel), creation of content calendars
- Experience using social media content creation tools, which could include Canva and the Adobe Creative Suite, as well as the ability to brief the wider team and external designers on creation of content
- Knowledge of social media scheduling and monitoring tools, which could include Facebook Business Manager, Facebook Creator Studio, Sprout Social and Meltwater
- Strong knowledge of trends and news in the influencer and digital industry



- Impeccable interpersonal and social skills
- Efficient multitasking and time management abilities
- Excellent verbal and written communication skills
- The ability to be a self-starter

What we offer

You can expect a great working environment and superb benefits to match, including: gym discounts, pension, season ticket loan, cycle to work scheme and much more!

Our unique structure and culture has meant we've featured in The Sunday Times' Best Company To Work For Top 100 list eight years in a row too.