

Director, Brand & Reputation

Introduction

MHP Group is the integrated communications agency built for the Networked Age – a world that’s increasingly connected, complex, polarised and activist.

We are a family of brands (MHP, Mischief, Accord) that come together seamlessly.

We lead the way in the application of behavioural science to solve communications challenges. We create strategies and multichannel campaigns to engage every audience, from consumer to policy maker, and from stakeholder to shareholder.

With 200 specialists in London and San Francisco, we are trusted by many of the world’s leading businesses and brands.

The Role

We are looking for an outstanding individual to join our Brand & Reputation team as a Director, leading campaigns and advisory projects for high-profile brands, and helping to shape the future of the wider team and drive the development of the business.

The Brand & Reputation practice brings together corporate reputation and consumer brand specialists to create a uniquely integrated offer, aimed at organisations with complex stakeholder challenges.

We are looking for candidates who can not only support CMOs with creative marketing programmes, but who can easily pivot to deal with complex situations and advise business leaders on mission critical issues. Our clients range from blue chips like Barclays, Coca-Cola, Sky, GoDaddy and E.ON to challenger businesses and brands like Wayve, Innocent and Spotify and institutions like the V&A and World Book Day.

Over the past three years we have doubled the size of the practice, growing the team to over 40 individuals and winning a series of high profile industry awards.

We are looking for a Director to help us with the next stage of our growth. This person will be experienced in leading campaigns which give national profile to organisations, in a way that positively impacts perceptions among multiple stakeholder groups.

You will have advised business leaders at a senior level, to both protect and promote reputations, advising businesses who operate in the full glare of the public spotlight.

We have a strong team culture and are looking for a leader with a sense of ambition, tenacity, enthusiasm, curiosity and fun to their work. We want someone who thrives on success and loves being part of a team. You will oversee the strategic and creative development and delivery of comms programmes, taking on a senior advisory role for clients. And will have a passion for leading teams, advising clients and delivering integrated campaigns for both existing clients and potential new business mandates.

Whilst not essential to this appointment, we have recently won a series of advisory briefs, where an understanding of the wider sustainability agenda would be beneficial. Experience advising clients on the critical role that environmental, ethical and sustainable commitments have in driving businesses and brands forward would be useful

Key responsibilities:

- Develop strategically robust and creatively impactful long and short-term communications plans for clients who want to shape the nature of a debate, change consumer or deliver reputational change
- Lead integrated client teams to deliver these plans, taking on leadership, operational and coaching responsibilities across the wider agency
- Provide counsel on arising issues and help clients understand potential risks for campaigns
- Instil best practice client management across the team; take responsibility for building relationships with senior client contacts
- Provide counsel and strategic recommendations to clients on their use and measurement to demonstrate effectiveness
- Identify and respond to opportunities for organic growth across client base
- Lead new business pitches and act as senior sponsor on smaller and medium sized opportunities to assist with team development
- Oversee quality of the team's written output: press releases, media comment, opinion pieces, proposals etc
- Lead Inter-Agency Teams thanks to proficient knowledge of the wider marketing mix and ability to guide on multi-channel thinking in the client's best interests. Not afraid to get elbows out to ensure PR's voice is heard when necessary

Our successful candidate will have/be:

- Proven track record at Director level or equivalent
- The ability to lead accounts, overseeing teams delivering project and retainer work
- Experience providing counsel to client contacts – from PR Managers to CEOs – with confidence, calmness and clarity
- Digital understanding: with experience in devising and selling in social/digital activations as part of a campaign to clients
- Highly organised: this person will be relied upon to run busy, integrated accounts and ensure the team are delivering effectively and efficiently
- A strong writer: skilled at writing client activity proposals, opinion pieces and new business proposals
- Brave thinking: someone who's not afraid to try something new
- A team player: great interpersonal skills, and someone who brings a sense of fun to their work
- Great time management and ability to multi-task, and instilling this across the team

What we offer

You can expect a friendly and dynamic hybrid (2:3) working environment at an office in the heart of the buzzing West End. Our goal is to help you build your career here, providing opportunities to work with exceptional brands and highly skilled, award-winning teams across the Agency. Our Learning Academy has been designed with your career in mind, to enable succession and personal growth.

We care about our people and as well as our flexible working approach, have a superb benefits package to match. This includes a generous 28 days holiday allowance (+ bank holidays), a day off to celebrate your Birthday, 'Time4U' every month (+ 6 days a year), private medical insurance, gym discounts, season ticket loan, cycle to work scheme, shopping discounts...to name a few! On top of this, you can now 'Work from Anywhere' one week per year.

Enjoy other aspects of work? Take part in initiatives relating to DEI and Wellbeing, as well as attend events, network and revel in our spectacular socials.

What are you waiting for...?