

**WPP Health Fellowship
Job Description
Summer 2018**

About H+K London Health and Wellness:

Our London office is home to over 300 creative strategists, content creators and storytellers and houses our first global Center of Creative Strategy. Our health team is made up of about 20 people –patient advocates, behavioural scientists, science writers, filmmakers and social media strategists passionate about creating useful, effective communications campaigns that help people make decisions about their health. Our clients are the world’s leading pharma and biotechs, public sector bodies and global patient organisations. We firmly believe that patients are people first, and that mindset drives the work we do.

We believe that in today’s world the strongest companies need to align their business and communications strategies around performance and purpose to drive audience preference.

In this new age a traditional business plan and brand strategy is no longer enough, they are too easily pried apart and disrupted. In the Purposeful Age companies and institutions have the opportunity to join a meaningful conversation around things that matter, take their place in culture and demonstrate their responsibility to society. In an age of content overload, cutting through the content fog is key.

Our studio of over 35 multi-platform content creators, journalists and producers creates compelling narratives and turns them into disruptive content that cuts through when shared with the world.

At H+K our purpose in this new age is to inspire creative and curious conversations that help brands and the public communicate to build better outcomes for everyone. In order to do this we have developed our own communications model. We call it 3P Communications™.

Role involves:

- New media (Digital, mobile, emerging media etc.)
- Data (market research, analytics, market intelligence, technology)
- Data Investment Management (formerly known as Consumer Insight)
- Public Relations & Public Affairs
- Branding & Identity
- Healthcare Communications

What skills, aptitude or experience does a Health Fellow need to bring to this role?

- Curiosity, a passion for the translation of scientific information into communications that make a difference for healthcare professionals and people making decisions about their health. Maybe you have a favourite health journalist, maybe you care for someone who lives with a condition that helped you understand how good communication is a fundamental part of the patient experience?
- You must be:
 - excited by learning new things
 - open to new ways of thinking/working/showing creativity
 - able to clearly communicate verbally and in writing
 - interested in any aspect of health and able to talk about it convincingly
 - happy to work as part of a high performing team
 - excited by our agency culture and passionate about technology

Responsibilities:

- Bringing new ideas to our business related to improving team culture or the growth of our business
- Working with teams on wide variety of client deliverables (meeting organization, healthcare content from PPT decks for doctors to agendas for team meetings to Tweets for a medical congress)
- Creating content for our social channels (H+K health blog and Twitter)

- Representing team culture within the agency and beyond

Achievements:

The Health Fellow can expect to work alongside some of the industry's most creative and innovative health communicators, strategists, patient advocates and content creators. They can expect to be given assignments based on ability, enthusiasm and interest and to make a meaningful contribution. They will also learn the basics of working in an agency team, which means mucking in and getting the job done and having fun along the way. He or she can also expect to be involved in agency activities like our weekly technology speculators sessions, BIG NIGHTS IN where we discuss ideas over pizza and beer in our bar, and weekly team check outs where we talk about the highs and lows of our week and what we learned.