

LANGLAND



Project Executive

Langland

Location — Hybrid / Windsor office

Reports into — Senior Account Manager

Who we are

Langland, a Publicis Health company, is the only health communications agency that thinks further across Clinical Trial Experience, Medical Strategy & Education, Public Relations & Policy, and Advertising, to create unique value with visionary clients.

What we believe

Health brings us together. In the diseases we suffer, the medicines we create, and the causes we champion, health shows us our collective humanity. When we break the barriers that divide us, when we think further, we can create healthier futures, together.

A passion for craft

We bring together four key health disciplines, centred around four essential crafts. Each discipline is powered by different perspectives to deliver alone or together.



Our values

We are unified by our values:

- Imagination** - pushing the boundaries of creativity and originality
- Discipline** - intellectual rigour and respect for the laws of science
- Togetherness** - kindness and admiration for our fellow citizens

THINK FURTHER

Our Think Further positioning captures our conviction that health extends across people, science, business and society and our belief that bringing together different experiences and perspectives provides opportunities to create healthier futures, together.

Our Equal Opportunities Statement

At Publicis Groupe UK, we're committed to creating a safe, diverse, and inclusive working environment where everyone can thrive. This begins with striving to ensure our recruitment process is welcoming and allows equal access to opportunity for people regardless of age, sex, disability, neurodiversity, sexual orientation, gender identity or religion. We'll provide reasonable adjustments for people who have a disability or long-term condition. If you need any adjustments during the application process, please email talentacquisitionpermanent@publicishealth.com

An inclusive workplace

The more diverse our team, the more imaginative, intelligent and inspirational our culture and our work will become. Here are some of the ways we help promote diversity at Langland.

Recruitment

- Diversity and Inclusion management
- Anonymised CV submissions
- Career programmes and school relationships for people from mixed socio-economic backgrounds

Culture

- Our Chief Scientific Officer is the UK Health Practice DEI Lead Champion
- Mandatory unconscious bias training
- Support communities for women, LGBTQ+, BAME, disabled employees and their allies
- A wellbeing programme which includes free Headspace membership



About Langland Medical Strategy & Education

We love reality. It's where professionals, protocols and p-values come face to face with the imperfect and unpredictable. We think further, breathing life into data for the real world, stimulating open discourse that people value, to advance human health.

We partner with our clients across the whole product lifecycle, from clinical studies to loss of exclusivity.

- We look beyond the complex scientific data to understand what it means in the context of different perspectives, beliefs and behaviours
- We uncover new ways to make brands stand out by deploying hard science with powerful emotion: impacting people on every level
- We engage with not only traditional thought leaders, but also digital influencers and patient advocates, building genuine relationships
- We craft compelling, dynamic, scientific stories that truly resonate with the people we want to reach
- We understand that our clients need to take health care professionals on a journey — grounded in science — that gives them unshakeable confidence in the products we want them to support

The main therapy areas we're working across currently are oncology, dermatology, HIV, rare diseases, respiratory medicine and CNS disorders, but regular new business wins promise opportunities in other areas too.

We know that the best hearts and minds in the industry need the right space, pace and support to flourish, so from day one, we listen to you and give you what you need to thrive and evolve.

And because there is no health without mental health, we work tirelessly to destigmatise mental health at work. We help everyone become and stay mentally well by providing:

- access to talking therapy through our Employee Assistance Programme
- health & wellbeing ambassadors and mental health first aiders to talk to when you need them
- Headspace memberships
- self-help film, article and podcast content through the Publicis How Are You website

We also partner with the charity Mind as an AOR client and work pro bono with them in our Minds4Mind initiative: a program everyone can get involved with.

When you think further, you go further. Join our team and see where thinking further can take you.



About Langland Public Relations & Policy

We thrive on plot twists, surprising points of view, and unconventional approaches.

In an era of echo chambers, dumbing down and polarisation, we think further, to bring thought-provoking health stories to the world and make evidence useful for everyone.

Powered by purpose, we craft communications and campaigns for the world's biggest pharma brands — grounded in deep scientific insight — and bring them to life with award-winning creativity. We partner with our clients from start to finish: from birthing their strategy to distributing our award-winning content across the ever-growing spectrum of traditional, digital and social channels.

We are Langland's collaboration epicentre: a third of our work is cross-discipline, partnering with our colleagues in Clinical Trial Experience, Medical Strategy & Education and Advertising, and the vast majority is pan-European or global in nature.

We have three focus areas:

- Developing compelling corporate stories to build and protect our clients' reputations, and set them apart from competitors
- Driving brand awareness by giving meaning to data and delivering the right messages, to the right audiences, at the right time
- Fostering trusted relationships with partners who help us celebrate and support people and healthcare professionals

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About Langland Clinical Trial Experience

We believe that people are the most valuable asset of any clinical trial.

Where others see subjects and protocols, we think further. We see real lives, and craft ideas, words and actions to turn an uncertain journey into a human experience.

We partner with our clients across the whole trial journey, thinking further at every step:

- Strategy and insights: We start by understanding how we can motivate people to engage with a clinical study, and work out the creative solutions to get there
- Branding and communications: Our industry-leading creative team craft campaigns and content to get a study noticed by the people who need to see it
- Participant recruitment: We engage potential participants in various ways, from sparking awareness of a study in a hospital to running global, multichannel recruitment campaigns

To date, we've supported over 800 clinical trials in more than 290 conditions in over 75 countries, helping to connect over 500,000 patients to a clinical trial at a time when they need it most. All materials we create are translated and rolled-out in each country supporting the clinical trial. The nature of CTE means that every day is different – we never know what brief will come through the door next. But we do know that we'll have the chance to play a role in bringing a potential new treatment to market. That's a pretty meaningful way to spend a day at work, right?

We also join heads with our sister disciplines, primarily in Medical Strategy & Education (MSE), as well as other specialist agencies both within Publicis Groupe and outside of the network too.

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About Langland Advertising

We fight for ideas: infectious, fascinating and beautifully crafted. In a world saturated with images and fatigued by content, we think further. We create brands that get noticed, change minds and give people new reasons to care.

Built on a foundation of strategic excellence, creative brilliance, and scientific expertise, we take pride in our work and in our culture of creativity, charm, brains, fun and purpose.

It's this passion that has made us one of the most creatively awarded healthcare agencies in the UK. We're also one of the only agencies in the world to win awards across both pharmaceutical and consumer award shows.

- We work across multiple therapy areas including respiratory, oncology, neurology, rare diseases, HIV, medical devices, human nutrition, ophthalmology, immunology and mental health
- Our clients range from the biggest global brands to charities and boutique startups
- We put our hearts, souls and brains to work on large global launch campaigns, brand campaigns, patient campaigns and disease awareness campaigns, deploying our ideas in unexpected and powerful ways, maximising impact and pushing boundaries

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The role

The primary role of our Project Executives is the accurate and timely delivery of work under the direction of more senior members of the team. Project Executives help to ensure we are hitting deadlines, managing finances and connecting the right resources to ensure commercial success for both client and agency.

What you will do

You will work across a wide variety of projects and tasks, supporting senior team members and leading projects on your own. You will need a good attention to detail, a logical approach and great communication skills as you work with a variety of different teams. You will become the gatekeeper to agency processes, ensuring that the correct ways of working are adhered to, and contribute to managing resource bookings for the teams involved.

Your responsibilities

- Ensure that the correct ways of working are adhered to
- Be clear with your communication and build good working relationships
- Demonstrate clear attention to detail
- With support, create accurate scopes of work and timelines for projects
- Track the financial health of your projects through burn reports and reconciliations
- Foster collaborative relationships with internal teams, clients and third parties
- Support other team members with reports, tracking and administration tasks
- Execute deliverables to a high standard, and to agreed internal and client deadlines
- Manage resource bookings within your immediate, and the wider, team
- Highlight risks and provide solutions to mitigate them
- Work with third parties to provide services and be responsible for them delivering
- Make sure project delivery remains on track
- Prioritise your workload and required tasks so they are fulfilled on time and effectively
- Be willing to learn and ask questions to aid yours and the agencies development
- In time, contribute to tactical planning

Skills

- You will have an ability to approach given tasks from a methodical, logical and analytical perspective
- You should have commercial acumen and ability to understand budgets
- You will have exceptional communication skills with great standard of written, spoken and presentation English
- You should be able to interact efficiently with various stakeholders at all organisational levels
- You should have strong attention to detail
- You should feel confident in your ability to influence and listen
- You will demonstrate high learning agility and a hunger for knowledge
- You will demonstrate proactivity and initiative

Experience

You will have an interest in healthcare, project management and client partnership, and may have worked in a similar position before

Approach

- You must have an interest in working within healthcare – we will expect to see genuine enthusiasm for what we do
- You will be comfortable working to deadlines and understand decisions and events that impact on delivery timings
- You will have a passion for health, creative, design, science, copywriting, technology and an interest in production techniques and imagery creation
- You will be willing to offer solutions and help with problem solving as a matter of course, willing to step in and help out with different tasks
- You will recognise that choosing the correct communication method for the situation is important and be able to build relationships across all levels of the organisation
- You are willing to listen and learn from within a supportive team, taking on board and following process and ways of working to help build your experience
- You will be willing to work across all types of projects and tasks and thrive in a pressured environment where delivery is key



THE POWER OF ONE *Purpose*

Publicis Health is an equal opportunities employer – if you require any reasonable adjustments to complete your application or attend an interview, please contact the people team at Publicis Health on +44 (0)20 79354426.

How you do it

The key Publicis Health competencies will apply to the way you do perform this role:

Planning — break down work into the process steps

Customer focus — anticipate customer needs and provide services that are beyond customer expectations

Collaboration — build appropriate rapport

Drive for results — readily take action on challenges

Innovation — create new and better offerings and/or ways of doing things

And for People Managers, we also look at these additional competencies:

Developing talent — hold frequent development discussions; is aware of each person's career goals; construct compelling development plans and execute them

Managing vision and purpose — talk beyond today; talk about possibilities; is optimistic

We assess potential through the AIM framework.

The following are some examples, however in practice the whole framework will apply:

Acumen — has a sense of independence but also able to value others' views

Influence — has a clear understanding of their strengths and weaknesses

Motivation — hungry to work hard to meet and exceed expectations

The Power of One: Purpose fuelled by a Dynamic Health Engagement Platform

At Publicis Health, we are united around one purpose: to create a world where people are equipped and motivated to take control of their health. We transform healthcare marketing and communications into healthcare engagement. We believe healthcare marketing is fostering healthy conversations, healthy behaviours and healthy people. Publicis Health is a Dynamic Health Engagement Platform, an organising principle that seamlessly connects data, content and technology; is driven by marketing and business transformation; and offers our clients fluid access to world-class talent and game-changing capabilities. With 40 offices and 12 brands across the globe, Publicis Health's worldwide staff is comprised of more than 3,000 healthcare professionals who are experts in advertising and branding, data and analytics, strategic planning, service design, digital media and technology, science, and medicine. Publicis Health companies include Digitas Health, Heartbeat, insync, Langland, Payer Sciences, PlowShare Group, Publicis Health France, Publicis Health Media, Razorfish Health, Saatchi & Saatchi Wellness, BBK Worldwide and Verilogue. For more information, visit us at www.publicishealth.com.