

**HAIN BACKGROUND**

Hain is on a mission to build purpose driven brands that make healthier living more attainable by empowering our people, engaging our partners and living our values. We are proud to operate in 5 core categories (Snacks, Baby/Kids, Beverages, Meal Prep & Personal Care) across 5 core geographies (UK, Ireland, Western Europe, USA & Canada). Hain is proud to own over 11 No 1 or No 2 brands including: Hartley’s, Ella’s Kitchen, Linda McCartney\*, New Covent Garden, Yorkshire Provender, Cully & Sully, Natumi, Joya, Lima, Sun Pat, Frank Cooper’s, Robertson’s and Clarks.

Having established ourselves as core category leaders, Hain is embarking on an exciting new phase of development, investing in brand building capabilities to accelerate our topline growth. With ambitious growth targets, we are looking to continually build capabilities within the team.

**Role Title:**

Senior Communications Insights Manager

**Purpose of Role:**

Own and drive the understanding of how our brands resonate in the marketplace. Assess how our communications and media strategies translate into meaningful, long-term positive momentum for our brands. Translate data into clear, actionable direction to shape brand strategy and enhance commercial execution.

Influence the growth and relevance of our brands, ensuring they remain at the forefront of evolving consumer needs and market dynamics. Oversee and implement brand equity tracking, monitor media and communications performance, and stay ahead of macro consumer trends. Your initiatives will unlock opportunities and sharpen strategic decision-making, ensuring our brands stay ahead in an ever-changing landscape.

**Key Responsibilities**

**Brand Resonance & Communication Performance**

* Own and drive brand equity tracking & media mix modelling to measure how our brands are perceived and perform in the market.
* Evaluate the effectiveness of our communications and media strategies in driving positive consumer engagement and long-term brand growth.
* Identify strengths and opportunities within brand perception & performance to refine strategic positioning, messaging & media mix.

**Insights & Strategy Development**

* Translate complex data into clear, actionable insights to support brand strategy and commercial execution.
* Develop and implement methodologies to measure and optimize marketing effectiveness across multiple channels.
* Deliver strategic recommendations that enable marketing and commercial teams to make data-led decisions.

**Consumer & Market Trends**

* Stay ahead of macro consumer trends, market dynamics, and competitor movements to inform proactive strategic planning.
* Develop thought leadership reports and presentations that inspire internal teams with emerging trends and insights.
* Ensure our brand strategies are aligned with evolving consumer behaviours and expectations.

**Stakeholder Engagement & Communication**

* Work cross-functionally with Marketing, Commercial, and Consumer Insights teams to drive a holistic understanding of brand performance.
* Communicate findings in a compelling and accessible manner to stakeholders at all levels.
* Build strong partnerships with research agencies and analytics partners to ensure robust measurement frameworks are in place.

**Skills & Experience:**

Proven experience in a communications insights, media effectiveness, or brand tracking role, ideally within FMCG, consumer goods, or a related industry.

* Strong analytical skills with the ability to interpret complex data and translate it into actionable insights.
* Expertise in brand equity measurement, media performance tracking, and consumer trend analysis.
* Experience working with research methodologies and analytics tools (e.g., Nielsen, Kantar, Ipsos, social listening platforms, econometric modelling).
* Strategic mindset with a commercial focus and the ability to influence decision-making.
* Excellent storytelling and communication skills to present insights effectively to senior stakeholders.
* Ability to work in a fast-paced environment, managing multiple priorities and projects.

**Conditions of the Role:** Office Based (Home office Ella’s Kitchen or London) with the potential to work from home 3 days per week. Travel abroad will be required occasionally.

**Reports To:** Senior Creative Strategist

**Direct Reports:** None

**Peer Positions:** Senior Brand Managers/Senior Portfolio Managers

**NSV Accountability:** Non-direct

**Expected Growth FY 26-28:** In line with HRI growth ambitions