

**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 Creative Strategist

**Purpose of Role:**

Own and drive the long-term vision and positioning for our portfolio of much-loved brands. You will lead the development of creative strategies that bring our brands’ purpose and positioning to life. Through deep consumer understanding and bold creative thinking, you will craft compelling narratives, campaign platforms, and distinctive brand identities that drive engagement and long-term brand equity. Collaborating across teams, you will ensure every touchpoint reflects our brand’s vision, inspiring meaningful connections and lasting impact.

**Key Responsibilities:**

**Brand Vision & Positioning**

* Define and drive the long-term creative vision for our brand portfolio, ensuring clarity and consistency.
* Develop distinctive brand identities that create meaningful differentiation in the market.
* Champion brand purpose, ensuring it is deeply embedded across all creative and marketing initiatives.

**Creative Strategy & Narrative Development**

* Lead the development of compelling brand stories and campaign platforms that drive emotional engagement.
* Craft messaging frameworks that articulate brand positioning, tone of voice, and key communication pillars.
* Translate insights into inspiring creative briefs that challenge conventions and push boundaries.

**Campaign Development & Execution**

* Work with portfolio teams to develop creative strategies that translate into impactful campaigns.
* Oversee the development of creative assets, ensuring they are aligned with brand strategy and audience expectations.
* Partner with internal and external creative teams to deliver world-class content and advertising.

**Consumer & Category Insight**

* Use deep consumer understanding to inform brand storytelling and creative decision-making, working with Senior Insights Lead to identify and execute suitable insights initiatives.
* Leverage category trends and cultural insights to develop forward-thinking creative approaches.
* Ensure all creative work is grounded in robust consumer and market analysis.

**Cross-Team Collaboration & Alignment**

* Collaborate closely with marketing, product, and innovation teams to ensure brand positioning is reflected across all touchpoints.
* Align with digital, social, and retail teams to create seamless brand experiences.
* Work with external agency partners, providing strategic direction and ensuring creative excellence.

**Innovation & Thought Leadership**

* Stay ahead of creative and cultural trends to inspire fresh, innovative ideas.
* Advocate for bold, unconventional thinking that challenges the status quo.
* Lead creative workshops and strategy sessions to inspire internal teams.

**Skills & Experience:**

* Proven experience in brand strategy, creative direction, or related fields.
* Strong storytelling ability with a track record of crafting impactful brand narratives.
* Deep understanding of consumer behaviour, cultural trends, and category dynamics.
* Experience developing brand identities and campaign platforms that drive engagement.
* Exceptional communication skills with the ability to influence and inspire teams.
* Ability to translate complex insights into simple, compelling creative strategies.
* A collaborative mindset, working effectively across teams and with external partners.
* Strong project management skills, balancing long-term strategic goals with short-term execution.

**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:** Brand & Creative Strategy Director

**Direct Reports:** 2

**Peer Positions:** Marketing Comms Controllers, Portfolio Controllers

**NSV Accountability:** Non-direct

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