

**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:**

Graphic Designer

**Direct Reports:**

None

**Purpose of Role:**

Bring our brands to life through visually compelling and engaging content. Working across multiple brands but with a focus on our flagship baby & kids brand Ella’s Kitchen, you will create impactful designs for social media, shopper marketing, product concepts, and internal communications. Your creativity will help shape brand storytelling, enhance consumer engagement, and support key marketing initiatives, ensuring a consistent and inspiring visual identity across all touchpoints.

**Key Responsibilities:**

**Creative Design & Execution**

* Develop and execute high-quality creative assets that align our brands’ unique design look and feel.
* Work across print and digital formats, ensuring brand consistency and creativity in all designs.
* Manage creative briefs from ideation through execution, ensuring timely delivery and adherence to project requirements.

**Marketing Communications Ella’s Kitchen (80% of workload)**

* Create assets that support the Marketing team, including:
	+ Social media and paid media content
	+ Shopper media assets (online display banners, POS, recipe cards, and sell-in kits)
	+ Print display adverts, leaflets, coupons, and stickers
	+ Product concept visuals
	+ New logos and creative toolkits for bespoke activities and campaigns
* Support the wider Internal Barns team with creative assets, including:
	+ Internal collateral such as training course materials, posters, and stationery
	+ Template designs for PowerPoint presentations, business cards, and other internal documents

**Hain International Brand Design Support (20% of workload)**

* Support our in-house design team by lending expertise & skills to ad hoc projects for our portfolio of brands as needed and allocated by our studio manager.

**Project & Brand Management**

* Champion a smooth creative briefing process, ensuring clear communication, feedback implementation, and expectation management.
* Work with the Senior Brand Manager and Shopper Marketing Manager to develop brand guidelines, creative toolkits, and campaign design concepts.
* Support annual activation and campaign planning by contributing to brainstorming sessions, ideation, and creative strategies.

**Brand Identity & Creative Leadership**

* Act as a brand guardian, ensuring the correct application of Ella’s Kitchen (& other portfolio brands) brand guidelines across all creative outputs.
* Inspire and motivate all teams to fully embed and live our brand identities.
* Keep the Ella’s Kitchen asset library (Toybox) and Hain International asset libraries updated and well-organized, ensuring accessibility for relevant teams.

**Collaboration & External Partnerships**

* Work closely with creative agency partners, influencing and inspiring them to deliver best-in-class work that exemplifies our brand identity and positioning.

**Continuous Improvement & Industry Awareness**

* Keep up to date with design trends, software updates, and creative best practices.
* Proactively upskill yourself to ensure the most efficient and effective creative output.

**Skills & Experience Required**

* Strong understanding of our portfolio of brands’ brand identity and creative style.
* Experience working with brand guidelines in a creative role.
* Proven experience in both print and digital design.
* Fantastic attention to detail, strong time management, and excellent organizational skills.
* Ability to work independently and see projects through from concept to completion.
* Highly proficient in Adobe Creative Suite (InDesign, Illustrator, and Photoshop), plus PowerPoint, Word, and Adobe Acrobat.
* A graphic design degree or equivalent qualification.
* A positive, enthusiastic, and creative mindset.

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

**Reports To:** Senior Designer & Studio Manager

**Peer Positions:** Brand Managers, Portfolio Managers, Shopper Marketing Execs

**NSV Accountability:** Non-direct

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