**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.

The successful candidate must be an original thinker who quickly grasps the essence of an issue. They use their experience to look toward the broadest view and has good judgement about what will work when and where. They are able to develop competitive breakthrough plans within a strategic framework. In addition, this candidate must be able to communicate a clear and compelling vision that inspires the total business. They will need to bring passion and enthusiasm to the vision with clear map and milestones. They set a high-performance climate, building teams that role model the Hain values. Lastly, the successful candidate must be highly agile with good change agility, people agility and learning agility.

**Role Title:** Marketing Manager Communications Beverages and Plant Based

**Purpose of Role:**

Devise and lead the UK brand communications strategy and annual activation plans. Ensure we are driving awareness, relevance and action through all consumer touchpoints in our new and existing channels and in an inspiring way.

* Spearhead consumer communication strategy in line with overall business plan and marketing strategy for the Beverages & Plant Based Portfolio
* Balance the commercial priorities of the business with the strategic drive for thought leadership through pioneering campaigns and activity.
* Lead our agency relationships, ensuring we have the right mix of inspiring strategic + creative partners to advance our marketing objectives.
* Ensure all consumer communications initiatives support the brands strategy and equity build.
* Live and breathe the annual activation plan, ensuring it is an indispensable tool to both the marketing team and the wider Hain team.
* Lead, manage and motivate the team to deliver on time and in budget activation plan which builds our brand equity and delivers real and measurable ROI.
* Embrace, embody and exude all that is special and unique about our brands to excite and energise the Hain team, customers and partners with inspiring communications across all markets ad across the multiple brands within the portfolio i.e. Linda McCartney, Joya, Natumi and LIMA
* Oversee Consumer marketing budget.
* Direct and support team based in London and Vienna to develop activation plans for each individual areas ensuring we always understand our consumers and what they want to hear in the way that they want to hear it.
* Work with the Product and Performance leads of both Beverages & LIMA and Meat Free to ensure alignment between product and campaigns strategies.

**You will need:**

* Strong brand and consumer understanding
* Experience of strategic planning and directing campaigns
* Ability to lead, effectively delegate and develop a team
* Experience of selecting and strategic management of agencies
* Budget management skills including a commercial acumen that will drive ROI
* Fantastic organisational and project management skills
* Ability to track, identify and prioritise key issues
* Great influencing and communication skills
* Strong attention to detail

**Key Accountabilities (% OF TIME)**

|  |  |
| --- | --- |
| **Strategic Communications Planning**   * Create 18 month strategic communications plans for the portfolios * Develop and deploy compelling 18 month detailed communications plans that are ‘talkable’ across the business and executable across the markets. * Translate multiple data sources into powerful and actionable insights to drive scale and ensure quality of insight   **Agency Leadership**   * Build long term strategic partnerships with core agency partners * Actively manage agency to ensure quality of personnel * Ensure agency and client KPI’s are aligned * Ensure quality of briefs remains high to attract and retain the best quality of creatives on all Hain work. * Manage roster of agencies for Hain   **Communications Plan Development & Deployment:**   * Develop campaigns in line with marketing jobs to be done and allocated budget. * Deliver non working media reduction to < 20% total spend * Develop campaign assets that work across all touchpoints and build distinctive assets. * Prioritisation of comms and resources where necessary to ensure the biggest bang for our buck. * Active ownership of strategic projects within the business. * Active management of project critical path and delivery.   **Team Development**   * Skilled at assessing performance and future potential and assembling high performing teams. Builds strong development plans with assignments and metrics that stretch and challenge. * Holds frequent development discussions and candid 2 way conversations. Encourages learning and designs in feedback loops. * Ability to foresee challenges and support team navigating these. * Prioritisation of key initiatives and resources.   **Budget Control & Effectiveness Measurement**   * Manage activities in line with the budget * Actively seek reduction in non working spend without jeopardising ROI * Build test and learn element for Hain into annual learning plan * Deep understanding and sharing of media effectiveness | 10%  15%  50%  15%  10% |

**Conditions of the Role:** Home based (Home office central London) but expected to be where required in London office or with agency partners 2-3 days per week. Monthly travel to Vienna office 2-3 days per month expected.

**Reports To:** Marketing & Strategy Director Beverages & Meat Free

**Direct Reports:** 2 Direct Reports, Senior Communications Manager, Brand Communications Executive.

**Peer Positions:** Sales Controller, Category Lead

Advertising budget accountability: c $3-5m