



## **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:**

Assistant Social + Content Manager

### **Direct Reports:**

None

### **Purpose of Role:**

Execute best-in-class organic and paid content across our social media platforms. Partner with the communications leads in our portfolio teams to understand their annual calendars and ensure your content strategies deliver against their objectives. Work alongside our in-house creative team and our partner agencies to ensure creative excellence and brand relevance.

## **Key Responsibilities:**

### **1. Content Strategy & Execution**

- Execute organic and paid social media content across multiple brand platforms for Hain International's portfolio of brands.
- Plan, develop, and schedule content to ensure brand relevance and audience engagement.
- Support the Digital Strategy & Content Team in delivering compelling, high-performing content.
- Monitor social trends and contribute ideas for innovative and engaging content formats.

### **2. Cross-Functional Collaboration**

- Partner with communications leads in portfolio teams to align content strategies with brand objectives and annual marketing calendars.
- Work closely with the in-house creative team and external agencies to ensure high-quality, brand-aligned content.
- Collaborate with the buying team to optimize paid social media campaigns for maximum reach and impact.

### **3. Creative & Brand Excellence**

- Ensure all content meets creative excellence standards, maintaining consistency in tone, style, and brand identity.
- Support in crafting engaging and persuasive copy tailored to different platforms and audiences.
- Ensure all assets are optimized for platform-specific performance and audience behaviours.

### **4. Performance, Reporting & Learning**

- Track and analyse content performance using relevant social media and analytics tools.
- Provide regular reports and insights to drive continuous improvement and campaign optimization.
- Support a test-and-learn approach, helping to refine and enhance content effectiveness.

**Skills & Experience Required:**

- Experience in social media content creation, execution, and optimization.
- Strong understanding of organic and paid social media strategies.
- Ability to collaborate across teams, working with creatives, marketers, and media planners.
- Strong copywriting and visual storytelling skills, with a keen eye for brand identity and attention to detail.
- Proficiency in social media management tools and analytics platforms.
- A proactive, hands-on approach with a passion for delivering high-impact content.

**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. Travel abroad may be required occasionally.

**Reports To:** Senior Digital Strategy & Content Manager

**Peer Positions:** Brand Communications Managers & Portfolio Managers (Baby/Kids and Snacks & Meal Prep)

**NSV Accountability:** Hain International

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