



Lead Creative - Wimbledon

Who are Abel & Cole? Check us out at www.abelandcole.co.uk, <https://bcorporation.net/directory/abel-cole>, [Instagram](#) and [Facebook](#)

A pioneer of organic home delivery, Abel & Cole is a brand famous for seasonal organic fruit & veg. Since 1988 we've built close relationships with other brilliant organic pioneers in order to deliver a wide range of fantastic organic product to people's homes across much of England. We represent a refreshing alternative to supermarket shopping, but without being worthy or preachy. No air freight, no silly packaging, no nasty chemicals – just great food produced by people who really love what they do. We deliver to around 40,000 households and we employ nearly 600 great people. We consider ourselves bold, irreverent, genuine, friendly and honest, and it is crucial that this comes across in everything we do.

Role Summary

We're on the hunt for an experienced and passionate Lead Creative to take the reins of our creative strategy. Reporting to our Marketing Director you'll be integral to pushing our brand forward; finding new ways to inspire the world to make better choices, making sure that their whole experience of Abel & Cole is fun, friendly and unique. Brimming with ideas and energy you'll know just how to set creative direction in line with both brand strategy and business objectives. You'll revel in inspiring the brilliant team of six creatives to deliver impactful and successful campaigns across print, email, web, packaging, interiors, video and photography. This is a great opportunity to make your mark in a company that has a big personality, big ambitions, and a real passion for making a positive impact on this world we live.

Here's what you'll be getting up to:

- Driving development of creative style, tools and tactics to evolve all visual representation of the brand identity
- Developing strategic concepts for seasonal campaigns and new initiatives, working closely with Marketing colleagues to ensure concepts enable delivery of business strategy
- Leading the creative team to produce and deliver innovative online and offline creative, ensuring consistency and that all creative is the best possible demonstration of the Abel & Cole brand
- Promote and nurture creative thinking across all of Marketing
- Manage and develop a team of six creatives (four designers, photographer and videographer)
- Find ways to develop the creative processes, to find the perfect balance between enough time for creativity and the confident completion of all tasks on time

Here's what we are looking for:

- Adobe Creative Suite (Indesign, Photoshop and Illustrator) and good understanding of digital best practices
- A creative flair and an understanding of the Abel & Cole brand and personality
- Inspiring and able to foster creativity in others
- Strong leadership skills; proven experience in developing others and motivating a team are essential



- Strong organisational and time management skills
- Confident and clear communication skills; will stand up for what you believe in
- Flexible and comfortable with change; not phased by changing business priorities
- A team player; will lead by example and get stuck in when necessary
- Styling experience would be desirable

What we offer

- 9:00am – 5:30pm hours per week, Mon - Fri. flexible hours considered
- 33 days inclusive of bank holidays (FTE Pro-rata)
- A free box of fruit and veg every week (It's pretty delicious!) alongside company discount of up to 35%.
- Cycle to Work Scheme.
- Grants for sport, performing arts, education and non-vocational courses.
- Contributory pension scheme
- Lunch Club

If you are interested in this position then please submit a copy of your most up to date CV and the cover letter to careers@abelandcole.co.uk .

Abel & Cole promotes equal opportunities for all employees. We want our employees to develop their talents to the full for the benefit of all. Members of staff are expected to take personal responsibility for keeping our workplace free from discrimination - a place where everyone is treated respectfully.