**Senior Creative Manager**

**About The Role:**

As the Senior Creative Manager at The 1:1 Diet, you will play an important role in shaping the creative direction and overseeing the creative team to deliver exceptional projects that resonate with our brand and objectives. This position entails guiding all facets of the creative process, from ideation to execution, while effectively managing resources, timelines, and budgets to ensure project success. You will collaborate closely with internal departments and external partners to actualise creative visions and maintain brand consistency across various channels. If you're a visionary leader with a fervour for creativity and a demonstrated track record in steering creative projects, join us in elevating our brand identity and fostering creative excellence.

**Location:** Hybrid – will require some travel to Corby, Northants.

**Role Type:** Permanent, Full-time.

**Key Responsibilities:**

* As the brand guardian for The 1:1 Diet, you will lead the development and execution of creative strategies, concepts and plans that resonate with the company's brand identity and marketing goals, driving innovation and differentiation.
* Manage the creative team's day-to-day operations, including resource allocation, project prioritisation, and workflow management, ensuring timely and high-quality delivery.
* Be a strong strategic partner for the marketing, communications, digital/IT, product and sales departments to grasp project requirements and translate them into comprehensive creative briefs and actionable plans.
* Oversee the implementation of creative projects, offering guidance and feedback to internal teams and external vendors to ensure adherence to brand guidelines and quality benchmarks.
* Relentlessly drive for continuous improvement across brand and creative processes, ways of working, technology and deliverables.
* Manage budgets, monitor project expenses, and negotiate contracts with external suppliers and service providers to optimise resources and achieve cost efficiencies.
* Remain abreast of industry trends, emerging technologies, and best practices in creative design and production, integrating innovative ideas into project strategies and executions.
* Mentor and lead a team of creative professionals, providing direction, feedback, and opportunities for growth to foster a culture of creativity, collaboration, and continuous improvement.
* Generate regular performance reports and presentations for HoD Marketing & Communication, spotlighting key accomplishments, project milestones, and areas for enhancement.
* Support other parts of the Marketing and Communications function as the business requires.

**Am I the right person for this role?**

If you possess a deep-seated passion for creativity and a proven record of success in steering creative projects, complemented by at least 8+ years of experience in creative direction, studio management, or a related field, you could be the ideal candidate. Strong leadership skills, strategic acumen, stakeholder management capabilities and the ability to inspire and motivate creative teams are imperative. Proficiency in project management tools and creative software, coupled with a solid grasp of design principles and trends, is essential. Additionally, having experience in developing a new brand from scratch would be advantageous, showcasing your ability to innovate and drive brand evolution.

**About Us:**

The 1:1 Diet is a leading provider of personalised weight management solutions dedicated to helping individuals achieve their health and wellness goals through tailored nutrition plans and support. Together, we aim to make a difference by transforming lives through effective weight management products and plans.

As an Employee-Owned company, we are committed to creating long-term ownership value for all our Employees, whom we call Employee Stakeholders, through various reward and benefits packages.

**Recruitment Process:**

Following your application, your details will be reviewed by a member of our team. If shortlisted, you'll be contacted for further discussion. Initial interviews will be conducted in the coming weeks, followed by a final stage interview at our Corby HQ.

***Ready to lead our creative team and drive our brand's creative vision? Apply today!***