



Discover  
something *new!*

## Job Description

**Title:** Advertising Compliance Manager  
**Type:** Permanent, Full time  
**Start date:** ASAP  
**Hours:** 40 hours per week  
**Salary:** Competitive, dependent on experience  
**Location:** This role is 100% based at our new HQ in Aylesford, Kent

### Who is Must Have Ideas?

Whilst still only young, we're one of the UK's fastest growing ecommerce brands, helping over 2 million customers 'Discover Something New' every year. One in six homes in the UK now have one of our clever, problem-solving products and we're widely recognised as one of the leading ecommerce innovators of the past few years. Named by The Sunday Times as the 66<sup>th</sup> fastest growing company in the UK, we're a British success story and our incredible growth isn't stopping any time soon. We would love you to join us on this exciting journey!

### The Team

You'll be working with a group of great people who think independently but collaborate as a strong team to deliver exceptional results. Career progression? Absolutely - there are plenty of opportunities to grow and develop, as our rapid growth continues.

### We're fully office-based

We believe that we are at our best when we're together, and that's why our team fully works from our office from our swanky new base in Aylesford, Kent. Being together facilitates superior collaboration, encourages conversations, and sparks creativity. And there's some pretty sweet incentives to coming to the office, too, including free breakfast every day!

### The next chapter

In September 2024 we launched our exciting, brand-new TV Shopping channel.

We're excited to bring our vast range of 'must have' products to life on screen, 24 hours a day, nationwide.

Located in a very prominent position on SKY and other platforms, our brand new channel is available to tens of millions of homes nationwide. Utilising some seriously clever, custom-built-technology, we're bringing Shopping TV into the 21<sup>st</sup> century...this is not your grandma's shopping TV channel!

### This Role

This is an excellent opportunity to join us on our fast-growth journey!

We're looking for an exceptional and experienced Advertising Compliance Manager to join our team to ensure we comply with all advertising regulations and to support the ongoing fast growth of the organisation.

Your responsibilities will include:

- Responsible for a wide range of compliance and regulatory policies right across the business
- Ensuring all advertising materials (including web, email, print and video) comply fully with the relevant advertising standards, including the CAP and BCAP Codes
- Be the main point of contact for Clearcast, the ASA and Trading Standards within the business. Submitting evidence and materials (both proactive and reactive), responding to enquires etc.
- Research, scope and arrange relevant testing to substantiate product claims, ensuring that we hold sufficient evidence to support product claims
- Work with the Product team to ensure that we can support the claims we want to make for all new product launches
- Advise the team and Board on all advertising standards issues as and when necessary
- Working to tight deadlines to review scripts and copy for compliance, prior to filming and/or broadcast
- Keep up to date on changes to advertising standards codes and the latest guidance for advertisers

You'll excel in this role if you have the following skills & experience:

- A deep understanding and experience in interpreting the CAP and BCAP codes for advertising standards in a print, web and broadcast context
- Experience dealing with the ASA, Clearcast and Trading Standards
- A pragmatic approach to compliance, balancing best practice with the risk appetite of the business
- A rich understanding of the landscape of test houses in the UK, with knowledge of which houses can conduct sector specialist testing to support product claims

### **What's it like to work here?**

We know that our people are key to our success. That's why we strive to make MHI a great place to work – just ask our team. It's a friendly, welcoming and fun environment here. We've worked hard to create an amazing experience for our people because we know that workplace happiness goes way beyond just your salary. We're proud to offer one of the best packages of team perks in the area, including:

- Private healthcare
- Free breakfast every morning
- Paid sick leave
- Flexible hours
- Minimum of 25 days holiday per year as standard (plus more the longer you stay)
- Buy or sell holiday
- Generous paid maternity & paternity leave
- Your birthday off work every year
- Free electric vehicle charging
- Free car washing every month

- Regular team & charity fundraising events
- Free products from our range
- Generous staff discount on our range of products
- Free personal use of company vans
- Company pension
- Salary sacrifice schemes (cycle to work, electric car leasing)
- Season ticket loans
- Casual dress code
- Free and unlimited fruit, sweets, cold & hot drinks

**What happens next?**

If we think you could be a good fit, we'll be in touch to arrange an initial call to get to know you. If all goes well, you'll be invited to come and see our new state-of-the-art facilities and for a more in-depth conversation. We may ask you to complete a small task to show us your skills and there may be a second interview stage, too.

This is an excellent opportunity to join us while the company is still young and to be part of our high-growth journey, with all the opportunities that brings.

Must Have Ideas Ltd is an equal opportunities employer and we're working hard to build a diverse and inclusive workforce.