



Discover
something *new!*

Job Description

Title: Creative Strategist
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 66th 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!

This Role

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

We're looking for a Creative Strategist to join our team to help shape and optimise the creative direction of our paid media campaigns, driving performance through data led insights and innovative ideas.

This is a newly created role to support the ongoing fast-growth of the organisation.

Your responsibilities will include:

- Develop and refine the creative strategy for Must Have Ideas across paid media channels
- Brief the content team on innovative ideas and content styles that resonate with our audience

- Analyse performance data to identify winning creative approaches and inform future creative output
- Collaborate with external creators, optimising briefs to ensure high converting creative output
- Execute testing strategies to uncover high performing creatives
- Provide actionable insights for ad iterations based on in-depth performance analysis
- Continuously optimise creative direction to maximise conversions
- Report on creative performance and strategic recommendations to stakeholders

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

- Previous experience in creative strategy for paid social
- Experience in data driven creative optimisation
- Excellent project management and multitasking abilities
- Understanding of consumer psychology, advertising trends and audience resonance
- Collaborative team player with strong communication and presentation skills
- Familiarity with analytics and reporting tools (eg Google Analytics and Meta Ads Manager)
- A proactive, commercial mindset with a passion for creativity that drives measurable results
- Proven ability to translate data into creative decisions
- Ability to balance creativity with commercial objectives

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. As well as being a Living Wage employer, 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.