



Head of Brand

At BOL, we're on a mission to become the leading naturally plant powered food brand on planet earth. Admittedly we have some way to go in order to achieve these lofty heights but almost 6 years in, we've made a good start and are now seen as one of the leading plant based brands in the UK.

Our purpose is to 'inspire the world to eat more plants.' We know that our food choices are the biggest environmental decision we face every day, so wherever people are on their foodie journey at BOL we aim to offer something delicious, healthy and quick for every occasion so that we can help make eating a mainly plant based diet the norm.

To support us with our ambitions, we're looking for an outstanding senior marketer to lead the team, brand strategy and delivery against our in-year plans. As our head of brand, you'll join the senior leadership team reporting directly into the Founder & CEO Paul.

The marketing team consists of the brand, communications (including digital) and in-house creative team; your job will be to lead this function delivering best in class communications, products and brand experiences across the UK.

The person

You'll already be excited about joining the BOL fam to help deliver on our purpose.

It will massively help if you have the following too:

- 10+ years of brand marketing experience across FMCG, likely to have had blue chip experience, bonus to have had start-up experience too
- Experience in e-commerce would also be a plus
- Strategically savvy; have experience of positioning multi-product brands in market, innovation and annual through the line marketing plans
- Proven track record creating and executing multi-channel communication plans
- Love leading teams, have an adaptable leadership style with lots of experience delivering commercial growth and brand equity
- Ability to deal with the ever changing, challenging and sometimes ambiguous landscape of "start-up life" in the FMCG category

The role in brief

- Leading the marketing team which includes brand, communications, in house creative team and external agencies
- Creating, executing and continuously optimising the 1 – 3 year brand, omni-channel marketing and innovation strategy, establishing BOL as the flagship brand to take the plant based movement mainstream using a deep understanding of multiple data sources including market, category and consumer
- Key leadership role, working cross functionally with heads of functions across the brand.
- Full brand and marketing budget responsibilities with associated quarterly and annual KPI targets to hit
- Highly motivated energetic radiator who naturally leads people & projects

What you will get here

Trying to do the right thing has been part of our DNA since day 1, we have always tried to be a force for good as a business so embrace equal opportunities and cultural diversity in everything that we do. We take our products as serious as it gets, our responsibility to both people & planet too – we believe the serious stuff can still be delivered in a fun high energy environment though. Leave the corporate mumbo jumbo at the door.



This role will largely be based out of the Veg Pad which is an awesome top floor studio with views across London – chasing down those evening sunsets from the terrace is a particular passion point for a number of the team.

The freebie food & drink benefits from here are pretty endless, think freshly brewed coffee from the smiley barista, plant powered brekkie, lunch and dinner on BOL not to mention the free beer, cider & prosecco taps.

Over and above the F&D, there are daily activities from run club to yoga to highly competitive table tennis matches that take place on a regular basis. All of this has somewhat been put on ice during lockdown, but we'll come flying out the blocks come Spring – Summer 2021.

We do however also have a hybrid working culture at BOL - so long as you're delivering the doughnuts then we're happy for you to work the odd day at home, the beach or quite frankly wherever you feel most creative and happy.

The team, culture and relationships built here are second to none.

You will get the opportunity to help create even more game changing products across our portfolio, land exciting and disruptive marketing plans but most importantly grow yourself and your team to deliver beyond the "usual" expectations.

How to apply

Please e-mail your CV + a short cover note on why you're excited by this role and opportunity to Leon.Milns@bolfoods.com