



← This is our
Hearty Roots Stew



Creative Lead

allplants is a VC-backed B-Corp on a mission to become Earth's most forward-thinking food company.

We believe food is the bridge between people and planet, so put social impact first, while feeding the world delicious, plant-based food. Since launching in Jan'17 we've bagged awards and attracted over 70,000 social media fans, while serving >250,000s meals through our 5-star, online shop and subscription service.

From a creamy cashew mac, to a spicy jerk jackfruit, today we deliver delicious ready-to-eat meals to your door. They're flash frozen, chef-prepared and totally plant-based - offering ultimate convenience for health-minded foodies. And that's just the beginning.

The movement to a healthier, more plant-powered world is gathering pace and our plans are delicious, bold and daring. Over the next 12 months, our online offering will grow as we introduce new recipes, serving formats and eating occasions for our community. At the same time, we'll continue celebrating plant-based living through content, media, campaigns and events, making it colourful, attractive and irresistibly easy to enjoy a more plant-based lifestyle.

We're ready to truly transform food and have some fun while we're at it. To do so, our creative needs to be provocative, distinctive and relatable, instilling our brand and product offering in popular culture - that's why we want you .

the role.

This is your chance to lead and shape the aesthetic, appeal and feel of a new, exciting food brand that is ready to change the world.

allplants food and lifestyle content reaches over a million people each month. So far, our relatable, planet passionate, food-inspired brand and content has proved a hit with a whole new generation of healthy, plant curious people. As we go from scrappy startup to household name and scale our content production, our visual





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identity needs to be refined and consistent to earn the attention, and inspire, the next billion plant-powered people.

In this role you will own the visual production process and shape allplants' customer facing character by evolving and establishing our brand identity through the look and feel of the imagery and videos we produce.

You will be our lead designer, editor, producer and creative director for weekly shoots, working with our small internal creative team and a roster of brilliant freelancers.

You will thrive on owning projects from concept to execution, driving all stages of the creative process. You will naturally merge emotional intelligence with creative excellence, aesthetic elegance and business strategy. You will use your work to provoke and inspire positivity and shape visual identity to celebrate the relationship between food, colour, people and planet.

The opportunity has the potential to scale rapidly, taking on projects across our customer experience, from packaging comsm to out of home campaigns.

The role will involve

- Art direction for all creative communications, from our paid and organic Facebook and Instagram advertising to email marketing and OOH advertising
- Briefing, negotiating, managing best in class freelancers on 'hero' content including short films, illustrations, animations and retouching of photographs.
- Being the guardian of our brand identify across the business to ensure everything visual is executed up to world class standards including the website design in conjunction with a specialist UX/UI freelancer.
- Play an integral role in the overall direction of allplants' brand and work closely with senior leadership to execute on it.

your skills and experience.

You'll be a great fit here if:

- You have 3-5 years experience in art direction, creative strategy and world class execution across a wide variety of mediums.





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- You have Experience in managing and building a multi-skilled creative unit, preferably in-house.
- You excel at delivering end-to-end excellence in communications design across a wide variety of mediums for major or fast-emerging consumer brands.
- Thrive on producing creative excellence with on a budget, pushing possibilities and ideas to the limit.

our offer.

- Do something that matters, that our world needs, and with people who will challenge and stimulate you.
- Competitive salary package including share scheme and pension.
- Always have your voice heard and drive change every day.
- Career development plan & training at Europe's fastest growing plant-powered food startup
- Free healthy lunches, breakfast and snacks, as well as staff discounts on *allplants* deliveries.
- You'll be part of a business with purpose, using commercial growth to better serve people & planet
- Join an energetic, passionate and supportive team, who care about every dish and each other
- Get in early at a VC-backed B-Corp startup, while growing alongside an *allstar* team
- Regular social gatherings and an intimate, collaborative environment

