



<b>Job Title</b>	Senior Creative - Commerce
<b>Department</b>	Commerce Marketing
<b>Approximate Department Size</b>	Marketing team of 7
<b>Reports to</b>	Head of Marketing
<b>Direct Reports</b>	1
<b>Working hours and pattern</b>	40 hours per week, Monday to Friday onsite
<b>Will this role qualify for tronc or bonus?</b>	Performance related bonus

### **Purpose of this role**

The Senior Creative – Commerce drives the creative expression and brand world via design of product packaging, campaigns and multi-channel storytelling, supporting our goals across commercial channels.

This role shapes and elevates the visual identity of our food, drink and gifting categories, ensuring every touchpoint reflects our provenance, craftsmanship and premium positioning.

A senior creative within the Commerce team, this role leads concept development, sets seasonal and long-term creative direction, and oversees the full lifecycle of packaging and brand design. The Senior Creative also provides creative leadership across campaigns, retail storytelling and digital content.

### **Responsibilities**

#### **Creative Vision & Brand Direction**

- Lead the design and development of seasonal creative worlds, campaign concepts and storytelling frameworks.
- Define and evolve the overarching creative direction for packaging and brand design.
- Ensure all visual outputs reinforce brand identity, narrative consistency and high aesthetic standards.
- Champion The Newt's creative point of view, acting as a guardian of brand expression across the Commerce channels (online, retail, wholesale, multi channel campaigns, partnerships).

#### **Packaging Design & Innovation**

- Lead ideation and development of original packaging concepts rooted in provenance and product story.
- Explore materials, structures and finishes to enhance premium perception and customer delight.
- Drive innovation in sustainability, print techniques and form.
- Design and create mock-ups, prototypes and conceptual directions for cross-functional review.

#### **Artwork, Production & Quality Leadership**

- Oversee the transition from concept to production-ready artwork, working closely with in-house artworker.



- Partner with suppliers and printers to deliver exceptional production outcomes.
- Ensure accuracy across regulatory requirements, labelling and technical specifications.
- Conduct quality checks, pre-production approvals and uphold standards across all packaging lines.

#### **Cross-Functional Collaboration & Creative Leadership**

- Mentor and guide designers, freelancers and creative partners.
- Lead concept reviews, presenting ideas clearly to stakeholders at all levels.
- Collaborate with marketing, retail, product, production and estate teams to deliver aligned creative solutions.
- Manage multiple projects with clarity, structure and pace.

#### **Multi-Channel Creative & Campaign Support**

- Provide design and creative leadership for campaign and content development.
- Shape visuals for advertising, digital, email, POS and retail experiences as needed.
- Ensure cohesive creative execution across channels and departments.

#### **Trends, Culture & Creative Innovation**

- Keep the brand at the forefront of design, packaging, cultural and sustainability trends.
- Introduce new creative techniques, technologies or materials that elevate our brand expression.
- Proactively explore ideas that enhance storytelling, customer experience and whole-brand cohesion.

#### **Characteristics needed for this role**

##### **Creative, Strategic & Narrative-Led**

- A visionary thinker with deep experience shaping brand worlds and storytelling across multiple touchpoints.
- Strong command of brand systems, visual identity and how creative direction drives commercial impact.
- Imaginative and exploratory, always seeking new ways to express provenance, craft and product character through form, material and design.
- Exceptional aesthetic sensibility, ensuring beauty, clarity and brand enhancement across every output.

##### **Detail Oriented & Craft Obsessed**

- Meticulous attention to craft across typography, layout, colour, materials and finishes.
- Holds a refined, exacting standard for all design work-from early concepts to final production.
- Passionate about quality, sensory detail and the integrity of every packaging component and brand asset.

##### **Commercially Astute & Strategic**

- Understands how design influences brand perception, product desirability and category differentiation.
- Skilled at balancing creative ambition with technical feasibility, cost considerations and scalability.
- Confident in interpreting insights and stakeholder feedback to sharpen concepts and strengthen creative outcomes.



- Able to consider the long-term evolution of brand and packaging systems.

### **Organised, Proactive & Operationally Strong**

- Highly structured with the ability to manage multiple complex projects and production timelines.
- Calm, decisive and solutions-focused-especially during seasonal peaks and fast-moving briefs.
- Takes ownership from concept through to delivery, driving clarity and momentum at every stage.

### **Collaborative, Influential & Inspiring**

- Confident leading creative discussions, reviewing work and influencing decisions at senior level.
- Builds strong, trusting relationships across marketing, product, retail and external partners.
- Fosters a supportive, inspiring creative environment—mentoring designers and guiding freelancers with clarity and encouragement.
- Communicates ideas with conviction and clarity, able to articulate design rationale to non-design stakeholders.

### **Curious, Innovative & Culturally Engaged**

- Constantly exploring new materials, techniques, formats and technologies to elevate the brand.
- Attuned to design, culture, food, drink and lifestyle trends, anticipating where the brand should evolve next.
- Passionate about craftsmanship, sustainability and the heritage that underpins The Newt's world.
- Imaginative and exploratory, always seeking new ways to express provenance, craft and product character through form, material and design.
- Strong aesthetic sensibility with an eye for beauty, clarity and brand enhancement.

### **Skills and experience needed for this role**

- Strong experience in brand, packaging or multi-channel design, with a proven track record shaping creative direction at a senior level.
- Demonstrated ability to lead creative vision, seasonal concepts and campaign ideas across packaging, brand identity and content.
- Expert Adobe Creative Suite skills, with a strong ability to translate concepts into refined, production-ready design.
- Deep understanding of packaging production, materials, finishes and print processes, including oversight of artwork and supplier collaboration.
- Strong leadership, communication and stakeholder-management skills, with experience guiding designers, presenting to senior teams and influencing decisions.
- Exceptional project management abilities, confident managing multiple complex projects from concept through to execution.

### **Skills and experience desired for this role**

- Experience with premium food, beverage, lifestyle or artisan brands.
- Knowledge of sustainable packaging practices.
- Art direction experience.
- Experience leading or mentoring creative teams.



<b>Qualifications needed for this role</b>
<ul style="list-style-type: none"><li>• Bachelor's degree in Graphic, Industrial or Packaging Design.</li><li>• Strong portfolio containing examples of packaging design, art direction and brand development.</li></ul>
<b>Qualifications desired for this role</b>
<ul style="list-style-type: none"><li>• Additional training in print or structural packaging design.</li></ul>
<b>What systems will be used in this role?</b>
<ul style="list-style-type: none"><li>• Adobe Creative Suite</li><li>• Internal file management and workflow tools</li><li>• Supplier and production platforms as required</li></ul>
<b>Department Description</b>
<p>The Newt in Somerset Commerce department is a commercial hub for so much of what makes The Newt special, our multi-channel retail and wholesale business is anchored in the passion and provenance that lies at the heart of our estate. Aimed at discerning customers who prize taste, quality and integrity of production above all else, we deliver our premium food &amp; gifting products with care and convenience.</p>