



Job role: Creative Lead - Full time, hybrid

Reports to: Marketing Director

Job location: Xampla HQ, Cambridge Science Park

The Role

Xampla is seeking its first ever **Creative Lead**, to spearhead a complete creative evolution and take full ownership of how the company presents itself, and its products, globally. This is about more than design and content: it's about becoming the custodian of our brand, reshaping identity, and creative storytelling that will establish us as brand leaders.

This is a unique opportunity to play a central role in how Xampla, and our plastic-replacement product brand Morro, is seen on the global stage. Building on strong foundations and guiding the company into its next chapter of brand growth, this is an opportunity for someone to really shape how the company and its products are viewed by the world.

Central to the role is the custodianship of the Morro brand which is the umbrella brand for our range of plastic-free products. The Morro marque has been developed as a stamp of approval for products that are plastic-free, and we are looking for a brand guardian who will work with our customers and partner marketing team to ensure that the marque continues to be seen as a stamp of approval.

From developing a new visual identity for Xampla to developing and creating content with our commercial and marketing team, and partnering with our customers on product design and brand launches, and evolving our web offering, you'll have the scope to make a lasting impact.

You'll be responsible for combining strategic vision with a hands on approach, embedding design principles and creative craft into the company's culture.

Key Responsibilities

- Guide and elevate design and creative across the business – inc. Visual identity, design (print & digital), content creation (static and moving image), co-branding with partners
- Set up and own creative and design process end-to-end as the first creative hire, while laying the foundations for a future team
- Create and implement new brand guidelines, visual identity, and a defining logo for parent brand (and any future sub-brands) whilst ensuring consistency across all touchpoints for the Morro brand

- Act as custodian for the Morro brand; creating materials, design systems and guidelines to enable partners to easily adopt the Morro marque
- Collaborate with marketing and growth teams to elevate briefs, campaigns, and storytelling. Delivery of creative content (print and moving image) to promote Xampla and Morro across channels
- Collaborate with partner marketing and business development teams to create partner marketing assets that are compelling to potential customers
- Balance creative ambition with practical considerations such as timelines, budgets, and resources.
- Embed design into company culture, inspiring colleagues to embody the brand.
- Champion and articulate creative thinking, presenting ideas with clarity and passion to senior leadership, stakeholders, and external partners.
- Build strong relationships across the business, fostering trust, openness, and creativity.
- Represent Xampla externally as a creative ambassador, inspiring partners with the company's story and mission.
- Support wider business with design e.g. Creds decks, sales collateral etc.

Experience & Skills

- 7+ years' design experience in agency and/or in-house environments.
- Proven ability to independently manage the full creative process from concept to execution and delivery.
- Strong track record of building and shaping creative assets, from brand guidelines to campaign toolkits.
- Versatility across disciplines: branding, campaigns, digital and social, print, event design, content creation, photography and videography
- Experience developing brands from scratch, creating narrative with clear design architecture
- Experience with brand guidelines and working with partners to ensure adoption
- Experience with ingredient brand architecture, and working with partner design teams
- Excellent communication and presentation skills, able to craft compelling narratives and engage stakeholders, and customers at all levels.
- Skilled at balancing creativity with practicalities, delivering bold ideas on time and within budget.

- An enthusiasm for Xampla's mission of addressing plastic pollution, and interest in sustainability.
- The right fit for a small, science-led, innovative team and a high level of autonomy, creativity and independence.
- An individual with a can-do attitude who thrives in a fast-paced environment.
- Willing to get stuck in; comfortable managing big strategic products concurrently with day to day tasks.
- Proficiency across the Adobe Creative Cloud Suit
- Self-starter who is proactive and takes the initiative.