

# Building a marketing team - FMCG



The Hain Celestial Group acquired a number of famous UK brands from Premier Foods and asked us to help build a new marketing team under a new company - Hain Daniels.

We pitched for and won the business to recruit their whole marketing team (reporting direct to the head of marketing).

## WHAT DID WE DO TO FILL THE BRIEF?

We provided interim candidates to manage urgent marketing projects. We drafted job descriptions for all the roles and developed a multi-channel marketing campaign which included:

- Creation of a detailed Candidate Information Pack
- Advertising all roles across multiple job sites and our own website
- A bespoke microsite with links to all the advertised roles
- Emails to all relevant candidates on our database
- Contacting local universities about marketing alumni who may consider returning to the area

## CHALLENGES FACED

- All candidates needed to come from blue chip FMCG backgrounds and be able to travel or relocate to Cambridgeshire
- There were multiple roles across various levels within brand, category and customer marketing
- The business was so new there was no office location finalised or credentials to easily sell the company to candidates

## WHAT WAS THE RESULT?

The interim team was quickly in place. We then placed 8 permanent candidates, all of whom relocated for this opportunity:

- Category Insights Controller
- Marketing Managers
- Brand Managers
- Senior Brand Managers



The 3 consultants working on this project were all from FMCG marketing backgrounds and could offer real insight into the roles and candidates required.

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