

Social Media Channel Manager.

As Social Media Channel Manager at Sanderson Design Group, you will lead strategy and execution of social media across our portfolio of 6 interiors brands. With a particular focus on leveraging both paid and organic tactics to drive engagement, brand equity, and conversion. The role spans both direct-to-consumer and trade-focused brands, with a strong emphasis on performance marketing and digital innovation.

You will be responsible for creating and executing robust channel strategies, managing our influencer and affiliate programmes, and owning community engagement. Working closely with brand, digital trading, performance marketing, and customer teams, you'll ensure our social presence supports commercial goals and brand storytelling. You will manage a small team and collaborate with internal and external partners to continuously evolve our approach in a fast-changing social landscape. Ultimately positioning our brands as leaders in the luxury interiors industry.

Responsibilities.

Drive measurable growth, engagement and conversion through owned social media channels, supporting both D2C and trade objectives.

Social Strategy & Planning

- Lead and evolve the social media strategy for all brands across organic and paid channels - aligned to both brand and commercial objectives
- Develop platform-specific strategies for Instagram, Pinterest, TikTok, YouTube and LinkedIn - ensuring content is tailored to each platform's format, audience behaviour and brand fit
- Manage and adapt a forward content calendar that supports new collection launches, campaigns, key commercial moments and peak trading periods.
- Ensure consistent brand storytelling while maximising cross-brand and cross-platform opportunities
- Maximise synergy between organic and paid efforts.

Influencer & Affiliate Marketing

- Lead the influencer strategy across all brands, managing relationships, briefs, contracts, and performance, balancing long-term brand advocates with performance-driven partnerships that support growth and conversion.

- Ensure influencer content quality and ensure partnerships align with brand values and commercial objectives.
- Oversee affiliate marketing activity onboarding creators, managing content, and reporting on ROI
- Deliver measurable reach, engagement, and conversion through a blend of organic partnerships and performance-led collaborations

Performance, Reporting & Optimisation

- Define and own KPIs for audience growth, engagement, reach, social-led traffic, sample requests, and ecommerce revenue
- Produce weekly and monthly performance reports, including channel-by-channel insights and optimisation recommendations
- Use data to drive ongoing refinement of social content, format testing, and campaign planning, translating insights into strategic actions including content format shifts to paid optimisation.
- Partner with digital trading, CRM, and media teams for integrated performance tracking

Team & Cross-Functional Collaboration

- Line manage a small team, supporting prioritisation, training, and professional development
- Collaborate closely with Digital Trading Manager, CRM, Customer Service, and Brand Marketing teams to deliver an integrated customer experience
- Liaise with agencies and external partners to ensure aligned messaging, reporting, and best practice

Innovation, Market Awareness & Industry Trends

- Stay informed on emerging social trends, platform updates, and industry benchmarks, particularly in the interiors and lifestyle sectors
- Continuously test and adopt new content formats across Instagram, Pinterest, TikTok, YouTube and LinkedIn
- Monitor emerging formats, trends, and behaviours across platforms, experimenting and sharing best practices.
- Share learnings and innovations with internal teams to foster a test-and-learn culture

Community Management & Engagement

- Develop and implement a proactive community management strategy to foster relationships, brand loyalty, and advocacy.
- Oversee engagement across all social platforms, responding to queries, reacting to UGC, and escalating issues as required.
- Identify and nurture brand advocates and micro-communities within our audience base.
- Partner with the Customer Service team to ensure timely and brand-aligned responses across platforms.

Content & Campaign Execution

- Collaborate with content team, stylists, designers and brand teams to ensure product launches and seasonal campaigns are social-first. Aligning on content formats with campaign objectives, from awareness to conversion
- Ensure products are presented with a strong call-to-action, from sample requests to D2C sales and stockist referrals

Measures of Success.

- Channel and audience growth across Instagram, Pinterest, TikTok, YouTube and LinkedIn
- Increased traffic, sample requests, and sales driven via social channels including ecommerce conversions and trade enquiries
- ROI from influencer and affiliate partnerships
- Timely delivery of social support for campaigns and launches
- Insight-led planning and cross-functional collaboration
- Integration of organic and paid social strategies with overall marketing objectives

Skills & Experience.

- Degree in Marketing or related discipline or equivalent industry experience.
- 5-10 years proven experience managing social for
- direct to consumer and trade luxury or lifestyle brands.
- Strong working knowledge of organic and paid
- strategies across Instagram, Pinterest, TikTok, and
- YouTube — including format best practice and platform tools
- Demonstrated success in driving community engagement, conversion, social-led traffic, sample activity and brand advocacy

- Strong background in influencer management, affiliate relationships with measurable performance outcomes
- Proficient in analytics tools (Meta Business Suite, Pinterest Analytics, TikTok Insights, etc.).
- A commercial thinker with an analytical mindset, confidence in using performance data to drive decisions
- Exceptional communication, creative briefing, project management, content planning and copywriting skills.

If you wish to apply, please send your CV to jobs@sandersondesigngroup.com

About Us.

Sanderson Design Group is an international luxury interior furnishings company that designs, manufactures and markets wallpapers and fabrics together with a wide range of ancillary interior products.

In 2020, we brought our portfolio of brands home to Sanderson Design Group, evoking the combined longevity and prodigious creative history of our brands. Sanderson Design Group describes the ebullience of our past endeavours. It sketches the outline of our future. A collective of quintessentially British luxury interior brands and 2 manufacturing brands, at Sanderson Design Group we are Sanderson, Morris & Co., Zoffany, Harlequin, Clarke & Clarke, Scion, Anstey Wallpaper Company and Standfast & Barracks.

Our purpose is "To bring the Beautiful into People's Homes and Lives". This has defined and shaped our brands since our very earliest days. The oldest brand in our arsenal, from where we derive the namesake of our group, began life in 1860, as an importer of fine French wallpapers to London. Arthur Sanderson & Sons Ltd played a pivotal role in defining English interior decoration tastes and its early success led to displaying designs at London's finest showroom, at Berners Street. Around this time in 1924, Arthur Sanderson & Sons Ltd were awarded The Royal Warrant, becoming "purveyors of wallpaper and paint" to the court of George V.

We recognise that each one of our brands contributes a unique chapter to our story. It is why we represent the full spectrum of British interior design, catering from cutting-edge sleek modern styles, to the hearty warmth of traditional forms.

Our decision to rebrand as Sanderson Design Group in 2020 is our way of paying homage to our rich history, as well as marking our path towards a new future. As custodians of over 160 years of design experience, we are proud to Bring the Beautiful into People's Homes and Lives. We are Sanderson Design Group.