



JOB TITLE – Lead Brand Manager – DTC focus

REPORTS TO – Marketing Director

LOCATION – Voysey House (London) or Loughborough

DEPARTMENT – Marketing & Digital

PURPOSE –

- This role will lead the strategic development of a fast-evolving, contemporary interiors brand within the group portfolio. With a strong emphasis on direct-to-consumer (DTC) and digital trade partnership growth, particularly in the US, this brand manager will be responsible for delivering compelling, audience-led campaigns across multiple channels and markets.
- Working closely with PR and Communications, Digital, Creative, Product, and Sales teams, this individual will drive performance across digital channels, lead product marketing plans, and grow international engagement, ensuring our bold and expressive brand is continually relevant and commercially successful.

SCOPE OF JOB –.

Business context:

- Sanderson Design Group plc is a luxury interior design house, home to six iconic brands with over 165 years of history: Sanderson, Morris & Co., Harlequin, Zoffany, Clarke & Clarke, and Scion. Our portfolio spans fabric, wallpaper, and paint, with manufacturing capabilities through Anstey and Standfast & Barracks.
- Our purpose is to 'bring the beautiful into people's homes and lives'.
- The company owns one of Europe's largest design archives, with over 75,000 historical documents and artworks.
- A growing international licensing programme supports our strategic global expansion.

Areas of accountability

Brand – Drive Brand Strategy and positioning by analysing the luxury interiors market and identifying opportunities. Deliver clear objectives, KPIS and briefs to the wider business. Project manage all brand activations and tactical execution to realise the Brand vision.

RESPONSIBILITIES

Brand Strategy & Positioning

- Define and lead a progressive brand vision, upholding clear brand DNA and guidelines that resonate with contemporary consumers in key global markets, especially the USA.
- Drive integrated brand marketing strategies across DTC, B2B and ecommerce platforms.
- Champion the customer journey and embed a digital-first mindset across all campaigns.
- Look at the brand and market holistically to ensure a 360 innovative growth strategy.
- Work closely with design, merchandising and commercial teams to deliver cohesive and impactful go-to-market strategy.

Consumer Insight & Market Analysis

- Monitor Market trends, brand health, customer insights, sales data, and digital KPIs to inform go-to-market and communications plans.
- Working closely with product and merchandising to establish performance specifications, cost and price parameters, market applications and sales estimates.
- Stay attuned to digital and lifestyle trends to evolve brand direction and storytelling.

Project Management and Briefing

- Manage product launches through the business including core and licensing launches.
- Manage a team of marketing people working on brand initiatives ensuring briefing is clear and concise.
- Manage overall activation timelines and content calendars for the Brand.
- Work with key stakeholders to ensure a slick stage gate process and business sign off.



- Brief PR and Communications, Creative and Digital channel owners to deliver the brand plan.
- Maximise marketing activities for the lifespan of a collection.
- Responsible for ensuring all brand activation managed seamlessly with an exceptional customer experience.

USA Market Development

- Lead Brand marketing strategy in the USA across owned and partner channels working closely with our USA marketing manager to drive the right deliverables to attract and the best tools to service the customers' needs.
- Localise campaign messaging and assets for optimal engagement with US audiences.

Campaign Delivery & Activation

- Lead seasonal launch campaigns from strategic planning through to execution, carefully driving storytelling and trading plans seamlessly with the digital team.
- Brief and collaborate with creative, digital and comms teams to produce high-impact content.
- Manage marketing calendars, assets, and digital activation timelines.

Collaboration & Team Leadership

- Partner with digital, ecommerce, and brand experience teams to optimise channel performance.
- Support licensing partners with toolkits and local campaign materials.
- Manage and mentor a marketing executive or coordinator where applicable.

Brand Objectives, Reporting and tracking

- Measure and report performance of all marketing campaigns and assess ROI and KPIs.
- Implement learnings for future activations.
- Monitor initial impact of collection launch across customer feedback, distribution channels and sales territories.
- Manage brand Budget ensuring a profitable outcome.

MEASURES OF SUCCESS

Define individual brand strategies and activation plans

- *Growth in DTC and B2B engagement and conversion*
- *Increased US consumer brand awareness*
- *Higher digital marketing performance and ROI*
- *Elevation of brand storytelling across digital platforms*
- *On-time delivery of global and local campaigns*
- *Increase Brand Engagement*
- *Increase Brand Reach*

CONNECTING WITH OTHERS

Effectively collaborate across the business to develop strong relationships with internal and external stakeholders e.g.

INTERNAL

- MARKETING DIRECTOR
- SALES & MERCHANDISING TEAMS
- CUSTOMER SERVICES
- CREATIVE & DIGITAL TEAMS
- GROUP BRAND MANAGERS



- LEADERSHIP TEAM
- US AND INTERNATIONAL DIVISIONS

EXTERNAL

- PR & MEDIA AGENCIES
- INFLUENCERS & TASTEMAKERS
- ECOMMERCE PARTNERS
- CREATIVE AGENCIES
- DIGITAL MEDIA CHANNELS

QUALIFICATION

- Marketing or business degree essential, CIM qualified would be an advantage but not essential

EXPERIENCE & SKILLS

- 5–10 years in brand or marketing roles within interiors, fashion, lifestyle or design sectors
- Proven success in delivering performance-driven DTC/DTP
- Experience using work management software and CRM such as Asana and Hubspot
- Experience managing US market activations or ecommerce partnerships
- Strong strategic and creative marketing ability
- Excellent organisational, planning and project management skills
- Strong commercial acumen and digital literacy

BEHAVIOURS

- Brand-led and commercially focused
- Energetic, proactive and agile
- Organised and collaborative
- Digitally confident and consumer-centric
- Adaptable and solutions-driven

FOR LINE MANAGER ROLES ONLY

TOTAL EMPLOYEES –	DIRECT REPORTS – t
COST RESPONSIBILITY –	REVENUE RESPONSIBILITY – N/A

I agree within reason to undertake other duties over and above those listed in the job description.