



JOB TITLE – Lead Brand Manager – B2B and Trade led brands

REPORTS TO – Marketing Director

LOCATION – Voysey House (London) or Loughborough

DEPARTMENT– Marketing & Digital

PURPOSE –

- This role is responsible for shaping and delivering the marketing strategy for two commercially successful interiors brands within the group. With a strong trade and account-based marketing focus, the successful candidate will lead brand development and campaign execution, ensuring robust support for our largest customer account, based in the USA.
- The ideal candidate will possess strong commercial acumen, exceptional stakeholder management skills, and experience delivering impactful B2B campaigns within a fast-paced, product-focused environment.

SCOPE OF JOB –.

Business context:

- Sanderson Design Group plc is a luxury interior design house, home to six iconic brands: 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- The company owns one of Europe's largest design archives, with over 75,000 historical documents and artworks.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 & Marketing Strategy

- 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.
- Lead brand marketing strategy and campaigns across trade-first customer journeys.
- Define compelling, commercially grounded brand propositions for a diverse global audience.
- Champion brand evolution that balances value, and relevance. 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.

Key Account & Partnership Marketing

- Own the strategic marketing relationship with our largest US customer.
- Collaborate with sales and merchandising teams to deliver tailored trade campaigns and showroom activations.
- Support the sell-in and sell-through cycle with powerful marketing tools, assets and messaging.

B2B Campaign Delivery



- Lead global and regional launch plans in partnership with Sales and Product teams.
- Support Trade hub activity ensuring lead generation and growth.
- Plan and execute omnichannel B2B campaigns including print, digital, in-store and showroom.
- Manage brand calendar, marketing toolkits and campaign sign-off processes.

Stakeholder Management

- Collaborate with internal teams (UK and US) to ensure alignment of messaging, product priorities and retail rollouts.
- Ensure partner-specific marketing activity is brand-right and aligned with overall commercial goals.

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 and creative teams to optimise performance.
- Support licensing partners(where relevant) 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

- *Strength and consistency of marketing support across global B2B channels*
- *Strong collaborative relationship with US-based key customer*
- *Delivery of sell-in/sell-through trade support assets*
- *Successful seasonal and bespoke campaign execution*
- *Measurable uplift in trade awareness and engagement*
- *Support overall Revenue goals with global growth approach*

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

- STRATEGIC ACCOUNT TEAMS
- SHOWROOM MANAGERS
- TRADE CUSTOMERS
- MEDIA AND DESIGN TRADE PARTNERS

QUALIFICATION

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

EXPERIENCE & SKILLS

- 5–10 years of B2B brand or marketing experience
- Background in home, interiors, or lifestyle sectors
- Demonstrable success in managing large trade accounts or retail marketing campaigns
- Strong project leadership and stakeholder engagement skills
- Commercially minded with a keen understanding of trade audiences
- Excellent planning, briefing and team collaboration skills

BEHAVIOURS

- Organised, accountable and delivery-focused
- Strong communicator and relationship builder
- Brand-aware and commercially driven
- Flexible and solutions-focused
- Professional, proactive, and dependable

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.