



Product, Press & Marketing Assistant

Reports to: Sales & Marketing Manager

Role Overview:

This role is ideal for someone passionate about elevating the digital marketing and brand presence of Volga's linen fabrics and homewares. You will help grow customer engagement online, in-store, and across the industry while supporting marketing execution, press outreach, and Shopify management.

You will assist the team in making informed decisions around storytelling, campaign performance, and brand positioning, while helping to strengthen and centralise Volga's brand voice across all channels. This hands-on role within a small, creative team offers the opportunity for visible impact on the brand, from product launches to digital campaigns.

Key Responsibilities:

Online Marketing & Commercial Strategy:

- Contribute to planning and scheduling content for email marketing, social media, and homepage features
- Assist in managing digital campaigns (organic and paid), influencer collaborations, and referral strategies
- Suggest improvements to the customer journey and marketing funnel with a revenue-focused mindset

Press & Brand Communications

- Assist with press outreach and relationship management with editors, journalists, stylists, and media contacts
- Support communication with magazines, interiors publications, and digital media for editorial features and product placements
- Assist with influencer collaborations and partnerships aligned with the Volga brand
- Prepare press materials including press releases, brand updates, and seasonal lookbooks
- Help coordinate product loans, samples, and editorial requests
- Maintain and update press lists, coverage tracking, and media reporting
- Support product launches through photography, presentation, and showroom displays
- Assist in coordinating the events calendar and product-related activations

Shopify & Website Management

- Support day-to-day updates to the Shopify website including product uploads, page edits, and collection management



- Assist with improving product pages, imagery, and copy to enhance the customer experience
- Help implement SEO best practices for product descriptions, journal posts, and web content
Work with our web developer and project manage implementation of larger, technical updates
- Track and analyse website traffic, customer behaviour, and sales data to identify opportunities to improve usability, conversions and average order value (AOV)

What We're Looking For:

- A recent graduate in Marketing, Business, Fashion, Communications or related discipline
- A genuine enthusiasm for luxury retail, interiors, and unique craftsmanship
- An engaged and curious mindset, with excitement about working closely with fabrics, materials, and design-led collections
- Strong writing and communication skills with a brand-aware tone of voice
- Interest in brand storytelling, editorial content, and press communications
- Analytical thinker with a commercial mindset and curiosity about digital performance
- Analytical thinker with curiosity about digital performance and customer behaviour
- Confident and highly experienced in Shopify, with a strong understanding of e-commerce operations and optimisation
- Proficient in Adobe Creative Suite, particularly Illustrator, Photoshop and InDesign

What You'll Gain:

- Exposure to building high-end e-commerce experience
- Mentorship in digital marketing, brand strategy, and customer growth within a small but ambitious brand
- Practical experience managing Shopify and understanding the commercial side of e-commerce
- The chance to make visible contributions to our marketing and sales performance

To Apply:

Send your CV and a short cover note explaining why you'd like to join our brand to

careers@volgalinen.com