



BY APPOINTMENT TO HIS MAJESTY THE KING
SUPPLIERS OF WALLPAPER, COLE & SON WALLPAPERS LTD, LONDON

Cole & Son[®]

COLOUR • PATTERN • EXCEPTIONAL WALLPAPERS & FABRICS

Junior International Sales Manager

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About Cole & Son

Cole & Son is a British luxury wallpaper brand with a rich heritage and a global outlook. For over 150 years we have been known for original design, craftsmanship and creative collaboration, supplying some of the world's most respected interiors, homes and hospitality spaces. We are now entering an exciting new chapter as we seek to continue and enhance our unique role in luxury interiors and lifestyle. As we expand globally, we remain committed to design integrity, craft-led processes, strong partnerships and building a brand that is meaningful and relevant across the world.

Cole Son is a part of Embellence Group which is a leading European company in interior decoration with a focus on premium brands in the wallpaper segment, complimented by other color and pattern driven interior decoration such as textiles and rugs. Embellence Group is listed on Nasdaq First North Premier.

About the role

In this role, you will be responsible for managing and developing a portfolio of smaller but strategically important international markets, working closely with distributors and agents to drive sales performance, brand visibility, and long-term growth. Alongside this, you will provide structured support across larger, more established markets and contribute to wider global expansion plans.

This is a hands-on, commercially focused role where you will act as a key ambassador for the brand internationally, ensuring partners are equipped, engaged, and aligned with Cole & Son's values and commercial objectives.



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Key Responsibilities

Relationships & Account Management

- Act as a brand ambassador. Own and develop day-to-day relationships with international distributors and agents, building long-term partnerships based on trust, performance, and brand alignment
- Communicate clear commercial expectations and ensuring partners are equipped with the right tools and support they need to succeed, including pattern books, samples, marketing collateral and digital assets
- Collaborate closely with internal teams to deliver a seamless and consistent partner support.

Sales and Commercial Delivery

- Drive revenue growth across assigned markets in line with agreed targets
- Support commercial activity in larger international markets alongside the International Sales Manager
- Identify new business opportunities (e.g. hospitality, interior designers, contract projects) and build strong market understanding, including customer behaviour, competitors, and distribution channels
- Support the planning and execution of international events, launches, and showroom activities in collaboration with marketing

Collection Launches and Training

- Deliver seasonal and ad-hoc product briefings to agents and distributors, and support or lead training on new collections where needed, ensuring partners feel confident in presenting and successfully selling new launches

Performance, Strategy and global expansion

- Track, monitor and report on sales performance and market activity, contributing insights to optimise commercial and marketing efforts and strategies.
- Assist in new market entry by researching opportunities and evaluating potential partners, contributing to scalable sales processes



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Your Profile

- 1-3 years' experience in international or domestic sales, ideally within luxury lifestyle and interiors
- Proven ability to build and maintain strong commercial relationships
- Confident communicator, comfortable working across cultures
- Proactive and solution-focused
- Commercially curious, with an interest in international markets and growth
- Comfortable with international travel as required
- It is considered an advantage if you are fluent in additional languages (Arabic and/or Mandarin are highly desirable) and have knowledge of the wallpaper and/or fabric market.

What we offer

- Private Health Care (qualifying period of 4 months)
- Discretionary Bonus
- Opportunity to work within an international and growing business
- Chance to influence and develop international markets
- Autonomous and varied role with a high level of responsibility

Our Commitment to Inclusion and Diversity

Cole & Son is committed to creating an inclusive and supportive workplace where everyone is valued and respected. We believe that diverse perspectives strengthen our business and enrich our creative output. We welcome applicants from all backgrounds and are committed to equality of opportunity regardless of age, disability, gender identity or expression, race, religion, sexual orientation or any other protected characteristic. We aim to foster a culture where people can be themselves, do their best work and grow with the business. Read more about the Group's Code of Conduct, which also applies to Cole & Son, here: [embellence-group-code-of-conduct.pdf](#)



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Role Descriptions are non-contractual and as such may be changed at the discretion of the Company, in line with Company requirements.

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