

Senior Ecommerce & Marketing Manager

London | Full-time

Volga Linen is entering an exciting period of growth, with new product categories, an expanding US and International showroom network, collaborations and growing opportunities across ecommerce, trade and hospitality.

We are looking for an experienced Senior Ecommerce & Marketing Manager to take ownership of our ecommerce and marketing activity and help shape how these areas develop as the business grows.

This is a broad commercial role, combining ecommerce trading with brand and marketing delivery. You will work from the wider business and product strategy to build the marketing plan, drive ecommerce performance and bring new launches and commercial opportunities to market.

You will have the opportunity to make a real impact within a small, ambitious team – improving how we trade online, developing our CRM and digital acquisition strategy and bringing greater structure and forward planning to our marketing activity.

Key Responsibilities

Ecommerce & Digital Growth

- Own ecommerce performance, with responsibility for revenue, conversion, AOV, customer retention and digital growth.
- Lead the trading and merchandising of the website, using data and customer behaviour to identify opportunities.
- Develop CRM, segmentation and customer lifecycle activity to increase engagement, retention and repeat purchase.
- Own paid digital activity across paid social, Google and SEO, managing budgets and performance.
- Develop and prioritise the Shopify roadmap, working closely with our external developer to improve the customer experience and website performance.

Marketing & Brand

- Turn the annual business and product calendar into a clear, commercially focused marketing plan.
- Lead campaigns around new product launches, seasonal moments, collaborations, new showrooms and other key business activity.
- Own email and social planning, balancing brand storytelling with commercial performance.
- Work closely with the wider team on photography, content and creative requirements.
- Create and commission marketing assets to support ecommerce, trade, wholesale, hospitality, US showrooms and international partners.

Launches, Planning & Delivery

- Own the marketing delivery of product launches across website, email, social and supporting assets.

- Build clear project plans and identify creative, development and resource requirements well in advance.
- Manage our Shopify developer and network of freelance creative specialists, ensuring they are effectively briefed and their time is used well.
- Manage external marketing resource and digital spend within agreed budgets.
- Report on ecommerce and marketing performance, using results to shape future priorities and activity.

About You

You will have 8+ years strong ecommerce and digital marketing experience, ideally gained within a premium interiors, home, lifestyle or fashion brand.

You will combine commercial thinking with a strong understanding of brand and customer. You will be confident using Shopify, interpreting ecommerce data and managing CRM and digital acquisition, while also understanding what makes a compelling product launch or marketing campaign.

You will be highly organised and naturally forward-thinking, able to anticipate what is needed and bring together developers, freelancers and internal teams to deliver it.

As we are at a high-growth stage, the role requires the ability to think strategically while remaining flexible and hands-on. We are looking for someone who can take ownership of delivery, working directly across key activities while effectively coordinating and leading freelance and specialist support.

Please email gemma@volgalinen.com with your CV and cover letter.