



ABOUT THE COMPANY

The Lacquer Company produces lacquer furniture and accessories, handmade by skilled craftsmen in Saigon, Vietnam and sold worldwide. The Company is based in London but has a predominant presence in the US and opened its first US showroom in the New York Design Center in spring 2026. The business is owner-led, based in London, with an equal presence in the US, and works primarily with high-end residential interior designers and wholesale partners.

MARKETING MANAGER

The Marketing Manager will take ownership of marketing activity across the UK and US, building brand awareness, driving customer engagement and supporting sales growth for The Lacquer Company. This hands-on role requires an experienced marketing professional who can combine strategic planning with day-to-day delivery, working directly with the founder and managing external agencies.

The ideal candidate will have excellent copywriting skills, a strong sense of brand and the confidence to manage senior stakeholders. Strong organisation, independent judgement and the ability to agree priorities and adapt to changing demands are essential.

KEY RESPONSIBILITIES

Strategy and planning

- Own and manage the marketing calendar, including planning campaigns and producing copy, content and creative assets for collection launches and events in the UK and US
- Own and manage the marketing budget
- Track and report on PR and digital marketing agency performance, Shopify sales and social media, including campaign KPIs and ROI, and provide monthly reporting to the founder and Sales Team
- Monitor market trends, competitors and customer insights to inform marketing strategy
- Project manage selected collections, liaising with designers, design teams and production to keep development on schedule

Content and channels

- Create and distribute marketing emails and social media posts, and manage our social media accounts
- Ensure consistent brand tone of voice across all communications
- Manage photography and video production, booking photographers and videographers, planning shoots and coordinating with designers' marketing teams to ensure assets are delivered on time
- Own and maintain the UK and US websites, keeping imagery and content fresh and up to date, and writing website and product copy with SEO in mind
- Manage our affiliate platform and programmes (Awin)
- Manage our external PR, Paid Media and SEO agencies, and assist with PR enquiries

Showroom and events

- Represent The Lacquer Company in the showroom, providing ad hoc client service and sales support to visitors, suppliers and clients as required
- Attend brand and press events on behalf of The Lacquer Company



CANDIDATE PROFILE

Essential

- 5 to 7 years' marketing experience in a fast-paced, rapidly growing business
- Experience working directly with a founder or CEO, with the confidence and diplomacy to manage expectations and communicate priorities
- Proven project management experience, coordinating designers, production teams and external partners to meet deadlines
- Proven experience in managing social media and creating engaging, brand-led content
- Experience planning photography and video shoots, briefing creatives and overseeing delivery of assets
- Hands-on experience managing a website and writing product copy, with a working knowledge of SEO
- Ability to analyse sales and marketing performance, assess agency results and turn findings into practical recommendations
- Experience managing marketing budgets, supplier costs and agency relationships
- CRM experience
- Experience working alongside a team and motivating colleagues with diplomacy, but equally comfortable working autonomously

Desirable

- Retail marketing experience (B2B experience ideally)
- Interest in design and the creative industries

Personal qualities

- A confident, enthusiastic and proactive individual with the ability to make decisions independently, with meticulous attention to detail
- Ambition to learn and grow with the company

PRACTICAL DETAILS

- Hours: Full-time, 37.5 hours per week, Monday to Friday, 9.30am to 5.30pm. As the CEO travels frequently to Saigon and New York, occasional flexibility is needed (9am to 5pm or 10am to 6pm) to keep the team responsive while he is away.
- Location: Our showroom is on Pimlico Road, Belgravia.
- Working from home: At least one day per week.
- Travel: Occasional travel to the US or Vietnam offices may be required.
- Salary: £60,000 p.a.

To apply

Please send your CV and a short covering note to showroom@thelacquercompany.com