



ABOUT US

Trove is a design-led homewares and furniture brand founded by interior designer Tiffany Duggan, born from the world of Studio Duggan but defined by its own distinct spirit. Our pieces bring together craftsmanship, proportion and soul; furniture and objects that feel considered, characterful and quietly confident.

We design and curate with intention, drawing on the same interior design sensibility that underpins Studio Duggan's work. Every piece is made with care, balancing beauty and function, tradition and modernity. The result is a collection that feels layered and timeless, for homes that are expressive, lived in and full of feeling.

You will be joining a small, thoughtful team in our Notting Hill studio and shop, an environment that values collaboration, curiosity and craft. We take pride in doing things properly, supporting each other's growth, and working closely with our network of skilled makers to bring soulful, design-led products to life.

TRADE & SALES MANAGER, 12 MONTH MATERNITY COVER

Based: Hybrid working, primarily based in our Notting Hill studio and shop, with one day per week working from home. Monday is a required studio day.

Reporting to: Director of Strategy & Brand

Direct report: Customer Sales Executive

Contract: Full time, 12 month fixed term maternity cover

Desired start date: Early November 2026

Salary: £45,000 to £50,000 per annum, depending on experience, plus sales commission

THE ROLE

The Trade & Sales Manager is a commercially focused, outward facing role responsible for driving Trove's sales performance, developing our trade business and building strong, long term relationships with interior designers and customers.

This role has two clear priorities: growing revenue through proactive trade development and new business activity, and managing a calm, reliable and high performing sales function.

The Trade & Sales Manager will be accountable for Trove's overall sales performance, pipeline and customer relationships, while managing a Customer Sales Executive who owns the accurate day to day administration of enquiries, quotes, orders and customer communications. This structure is designed to allow the Trade & Sales Manager to remain focused on relationships, conversion and proactive growth, rather than becoming absorbed in routine sales administration.

Working closely with the Director of Strategy & Brand, the successful candidate will have clear visibility of sales performance and use commercial insight to identify opportunities, prioritise activity and drive growth. They will be confident representing Trove externally, developing existing accounts and proactively introducing the brand to new interior designers and design studios.

As part of a small business, this is still a hands on role. We are looking for someone commercially minded, proactive and highly organised who is equally comfortable developing a new trade relationship, reviewing the sales pipeline, hosting a showroom appointment or stepping in to support the team when required.

KEY RESPONSIBILITIES

Sales performance & commercial management

- Own Trove's overall sales performance across trade, retail, website and showroom channels
- Work towards agreed weekly, monthly, quarterly and annual sales targets
- Maintain clear visibility of the sales pipeline, outstanding quotes, active opportunities and expected revenue
- Drive quote conversion through proactive follow up and clear ownership of opportunities
- Identify risks, opportunities and areas requiring action across the sales pipeline
- Monitor performance by channel, customer and product, using insight to inform sales priorities

- Maintain a strong understanding of current trading performance and communicate this clearly to the Director of Strategy & Brand
- Ensure commercial insight results in clear actions and recommendations rather than reporting performance in isolation

Trade development & new business

- Proactively grow Trove's network of interior designers, design studios and other relevant trade customers
- Identify and approach prospective trade accounts aligned with the Trove brand and commercial priorities
- Build and maintain a structured new business pipeline with clear follow up and next actions
- Develop relationships with existing trade customers, increasing repeat business and identifying opportunities across current and future projects
- Reactivate relevant dormant trade accounts through considered, personalised outreach
- Plan and undertake regular visits to interior design studios to present Trove, its collections and services
- Host Lunch & Learns, trade breakfasts, showroom appointments and other relationship building activity
- Confidently present Trove's collections, services, customisation options and trade proposition
- Work with the Director of Strategy & Brand to identify priority studios, customer groups and commercial opportunities
- Maintain accurate and useful records of trade relationships, conversations and opportunities within the relevant CRM and sales systems

Customer relationships & sales experience

- Build strong, long term relationships with key trade and retail customers
- Ensure Trove delivers a personal, responsive and premium customer experience appropriate to a high value, design led brand
- Act as the senior point of contact for key accounts, significant sales opportunities and more complex customer requirements
- Ensure customer expectations are proactively managed, particularly around lead times, bespoke requirements and significant orders
- Develop a strong knowledge of Trove's products, materials, finishes, services and production capabilities
- Ensure customers and trade partners receive clear, accurate and consistent information throughout the sales journey
- Identify opportunities to deepen customer relationships and generate repeat business

Sales team management

- Manage and support the Customer Sales Executive, providing clear priorities, guidance and accountability
- Ensure the Customer Sales Executive owns the accurate day to day management of the sales inbox, enquiries, quotes, order processing, customer follow up and associated administration
- Maintain oversight of the sales function without unnecessarily duplicating day to day administrative work
- Ensure enquiries and orders are handled promptly, accurately and consistently
- Establish clear escalation points so significant opportunities, customer issues and commercial decisions are brought to the Trade & Sales Manager at the appropriate time
- Review workload, response times and customer service performance to ensure the sales function remains efficient and reliable
- Support the development of the Customer Sales Executive through regular feedback and clear expectations
- Provide cover and hands on support where required while maintaining appropriate focus on proactive growth activity

Reporting & pipeline management

- Produce a clear weekly sales report covering performance against target, channel performance, pipeline, quotes and key commercial activity
- Lead regular sales reviews with the Director of Strategy & Brand
- Produce clear end of month sales reporting, identifying performance, trends, opportunities and required actions
- Contribute commercial reporting and insight to quarterly business reviews
- Track relevant sales KPIs including conversion, average order value, new and repeat customers, trade performance and new business development
- Maintain visibility of new and reactivated accounts and associated revenue
- Use reporting to determine priorities and recommend actions for the weeks and months ahead

Showroom & trade activity

- Act as a confident and knowledgeable representative of Trove within the Notting Hill showroom and externally
- Host key trade and customer appointments, providing a highly personal and informed experience
- Work with the Customer Sales Executive to ensure showroom enquiries and subsequent follow up are managed effectively
- Support the planning and delivery of trade breakfasts, Lunch & Learns and other commercially focused events
- Represent Trove at relevant industry events, studio visits and networking opportunities where appropriate

- Ensure relationships generated through events and showroom activity are captured and followed up

Cross functional collaboration

- Work closely with the Director of Strategy & Brand on sales priorities, targets and commercial opportunities
- Share relevant customer and commercial insight with the Marketing & Digital Executive to support trade communications, campaigns and lead generation
- Work collaboratively with Production & Operations to ensure sales commitments reflect accurate lead times, stock availability and production information
- Liaise with the Creative Lead where product, visual or bespoke information is required to support significant sales opportunities
- Feed recurring customer feedback, product requests and commercial opportunities back into the wider business
- Maintain clear communication across the team so sales activity is aligned with wider business priorities

Skills & experience

- Strong experience in sales, business development, account management or trade sales, ideally within interiors, furniture, design, luxury or another premium sector
- Demonstrable experience developing customer relationships and proactively generating new business
- Commercially confident, with experience working towards sales targets and taking accountability for performance
- Comfortable managing a sales pipeline and maintaining consistent follow up across multiple opportunities
- Strong relationship building skills and confidence communicating with senior interior designers, specifiers and clients
- Comfortable presenting products, services and a brand proposition both individually and to groups
- Experience managing or supporting a junior sales or customer service team member
- Strong reporting skills with the ability to interpret sales performance and turn insight into clear actions
- Highly organised, reliable and detail focused
- Confident using CRM, sales and reporting systems, with the ability to quickly learn new platforms and processes
- Clear and confident communicator, both written and verbal
- Proactive and self motivated, with the confidence to create opportunities rather than rely solely on inbound demand
- Flexible and adaptable, comfortable wearing multiple hats in a fast moving, small business environment.
- Collaborative by nature, fostering clear communication and a supportive team culture

- An existing network within the UK interiors and design community would be welcomed, but is not essential
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WAYS OF WORKING

- Full time, 12 month fixed term maternity cover, with a desired start date of early November 2026
 - Hybrid working, primarily based in our Notting Hill studio and shop, with one day per week working from home
 - The role will require approximately four Saturdays per year to provide showroom and sales cover during periods of Customer Sales Executive holiday or absence. Time off in lieu will be provided.
 - Regular external meetings and visits to interior design studios will form part of the role
 - Comfortable balancing proactive business development with the day to day realities of working within a small business
 - Collaborative, communicative and accountable
 - Comfortable taking ownership and making decisions within agreed commercial priorities
 - Comfortable working in a growing business where priorities and ways of working continue to evolve
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JOIN US

Trove is an equal opportunity employer. We value individuality and welcome applicants from all backgrounds and experiences.

If you are a commercially minded, relationship led sales professional with a passion for interiors, design and exceptional customer experience, we would love to hear from you.

This is an opportunity to take meaningful ownership of sales and trade development within a growing design led business. You will have the opportunity to strengthen existing relationships, introduce Trove to new customers and play a direct role in the continued commercial growth of the brand.

WHAT WE OFFER

- Salary of £45,000 to £50,000 per annum, depending on experience
- Sales commission linked to inbound, new business and reactivated account performance
- Hybrid working, primarily based in our Notting Hill studio and shop, with one day per week working from home
- 20 days' holiday per year, plus bank holidays and the days between Christmas and New Year
- A friendly, design led team environment with regular studio gatherings and a culture of collaboration
- A welcoming, dog friendly workspace in the heart of Notting Hill

To apply, please email your CV and a short introduction to careers@thetrove.co.uk