



PELICAN HOUSE

www.pelican-house.com

[@pelican_house](https://www.instagram.com/pelican_house)

Sales Manager

About Us

Pelican House is a design studio that creates bespoke, hand-crafted rugs for Interior Designers, with core principles of luxury design, ethical production and exceptional craftsmanship.

Run by two female Founders, Bella Valenzia and India Holmes, their model is accountable, responsible and sustainable by design, selecting rug partners on ethical grounds. They work with the NGO Label Step to ensure the interests of our artisans are protected at each stage of the process.

Pelican House strives towards a world where consumers enjoy both ethical transparency and uncompromised style through the statement rugs they buy.

The Role

Pelican House is seeking a commercially astute and relationship-led Sales Manager to guide the next phase of our growth across the UK, USA and hospitality sectors.

In this senior role, you will take ownership of growing Pelican House' market presence through new business development, building strong client relationships, and expanding our customer base. Performance will be assessed on your ability to identify and convert opportunities, develop key accounts, grow market share, and position Pelican House as a leading rug business.

You will be responsible for managing the full sales journey - from first enquiry through to order fulfilment - while proactively developing new business and nurturing long-term relationships with interior designers, architects, and hospitality clients.

Reporting to the Founder, Bella, you will demonstrate leadership and have the opportunity to shape processes, strategy, and the future structure of the sales function in a friendly, supportive environment.

Key Responsibilities

- Grow trade and wholesale sales by proactively seeking new opportunities, nurturing client relationships, and delivering a consistently high standard of account management.
- Grow market share by winning new accounts, driving revenue from new clients, broadening the customer base, and delivering compelling product presentations.
- Grow revenue from accounts in line with agreed company sales targets.
- Lead the strategic expansion of Pelican House within the USA market, cultivating a defined pipeline of priority accounts.
- Maintain regular engagement with prospects and clients, presenting the collection daily and weekly and positioning Pelican House as the partner of choice for design-led rug projects.
- Oversee the full client journey - managing order requests, quoting/invoicing, coordinating samples and product information, resolving queries, and ensuring a seamless experience through to delivery.
- Produce accurate weekly and monthly reports covering new business activity, revenue performance, and progress against market share targets.
- Plan and execute targeted outreach campaigns to attract new business while strengthening relationships with an existing client base.
- Organise and lead client-facing events including collection launches, networking evenings, and media engagements to strengthen brand visibility and community presence.
- Develop an in-depth knowledge of the collections across construction, sustainability, care, and application - enabling confident, informed recommendations tailored to each client's project needs.
- Develop and implement a thoughtful business development strategy aligned with the Pelican House brand.
- Represent Pelican House at selected industry events and design fairs, strengthening brand presence and generating qualified opportunities.
- Contribute to the ongoing refinement of sales processes to ensure clarity, efficiency and scalability.

Key Skills & Experience

- Minimum 5+ years' experience in a similar role.
- Experience in the trade interior world is essential.
- CRM experience - working with HubSpot is a plus.
- Strong commercial awareness, with confidence working with pricing, margins, and projections.
- Highly organised, detail-oriented, and calm under pressure.
- Representing Pelican House as a high end brand, both internally and externally.
- Excellent written and verbal communication skills, with a natural ability to build trust and rapport.
- Goal orientated and self-motivated, and comfortable working independently within a small team.
- Confident using Apple Mac systems and Google Drive.
- A genuine passion for ethical craftsmanship, excellent design, and interiors.

- A natural networker with the ability to build and maintain strong, long-lasting client relationships.

Role Details

Hours: Monday - Friday, 9am–6pm, flexible start / finish times.

Location: Hybrid in Camden office

Travel: regular travel across London, and occasional travel within the UK, Europe and USA.

Salary: Competitive Salary, dependent on experience + commission.

Benefits

Our people are the foundation of everything we do at Pelican House. We are committed to fostering an inclusive, supportive environment where every team member can thrive - personally and professionally.

As part of the team, you can expect:

- A personal health and wellbeing allowance to use however suits you best, for example health insurance or a gym membership
- An annual career development fund to support your growth
- Additional paid days for community volunteering
- Generous staff discount across the full Pelican House collection
- Flexible and hybrid working
- 34 holiday days (including bank holidays) + Christmas break

Why Join Pelican House?

This is a rare opportunity to take a leading role within a growing luxury brand and help shape its future. You will be trusted with responsibility, encouraged to bring ideas, and supported in building a sales function that reflects the values and ambition of Pelican House.

To Apply

Please send your CV along with a short cover letter outlining why you would be a great fit for the role to:

bella@pelican-house.com

We look forward to hearing from you.