



JOB DESCRIPTION

PR Manager (Part-Time, 2 Days per Week)

Location: Queen's Park, London

Start Date: February

Company: NiX by Nicola Harding (NiX Living Ltd) and Nicola Harding & Co.

Reporting Line: Head of Marketing & Communications

Salary range: c. £50,000 full-time equivalent (pro rata), based on 2 days per week

About us

Nicola Harding & Co is a recognised authority on creating liveable, soulful places, characterised by colour, attention to detail and an eclectic mix of found items.

NiX by Nicola Harding (NiX Living Ltd) is the new product business created by Nicola and her husband Andy (CEO), with the vision to “create beautifully useful products, made the right way, that are aspirational but accessible to many and last for generations”.

You will be part of a friendly, dynamic team, working in a stimulating, open plan, studio environment. We take great care to look after each member of the team and to promote their professional development. As well as a talented interior design team, we have dedicated procurement and finance teams to support our design activities.

The business operates primarily through a UK hosted ecommerce website with a Studio Showroom based on Lonsdale Road in Queens Park.

Position Overview:

We are seeking an experienced and strategically minded **PR Manager** to join the business on a **part-time basis (2 days per week)**. This role is a critical senior hire, responsible for shaping and driving our PR strategy while also unlocking business growth through partnerships, collaborations and brand relationships.

This role requires deep, hands-on experience within the home furnishings, interiors or design-led lifestyle sector, where traditional media, editorial credibility and brand storytelling are central to commercial success.

Reporting into the Head of Marketing & Communications, the PR Manager will lead all PR activity end-to-end; from strategy through to execution; ensuring the brand maintains a strong, consistent presence across traditional media, digital platforms and industry networks.

This role is ideal for a senior PR professional looking for a fractional leadership position, with ownership, influence and the opportunity to make a meaningful commercial impact within a growing business.



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Responsibilities:

1. PR Strategy & Leadership

- In partnership with the Head of Marketing & Communications, develop and deliver a clear, long-term PR strategy aligned with brand values and commercial objectives.
- Own the annual PR plan and calendar, aligning activity to key business moments, product launches, campaigns and partnerships.
- Act as the senior PR lead within the business, providing strategic counsel and guidance to internal stakeholders.
- Identify opportunities to strengthen brand positioning, thought leadership and relevance within the market.

2. Media Relations & Brand Exposure

- Lead all media relations activity, building and nurturing strong relationships with journalists, editors and key industry contacts across interiors, design, lifestyle and home furnishings media.
- Secure high-quality coverage across print, digital and broadcast media, with a strong understanding of how interiors brands show up in editorial environments.
- Develop compelling press materials including press releases, pitches, briefing documents and spokesperson commentary.
- Identify and manage reactive and proactive PR opportunities, including trend-led storytelling and commentary.

3. Partnerships & Collaborations (Growth-Focused)

- Drive business growth through the identification, development and execution of strategic partnerships and brand collaborations.
- Build relationships with complementary brands, creators, retailers and cultural partners to extend reach and unlock new audiences.
- Lead collaboration planning from concept through to launch, working cross-functionally to ensure alignment with brand and commercial goals.
- Evaluate partnership performance and ROI, refining approach based on impact and results.

4. Campaigns, Events & Activations

- Lead PR support for campaigns, launches, events and activations, ensuring maximum visibility and impact.
- Identify opportunities for press events, launches, previews and experiential moments that strengthen brand perception.
- Work closely with internal teams to ensure PR activity is fully integrated with marketing, social and commercial plans.



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5. Reporting & Performance

- Track and evaluate PR performance using clear KPIs (coverage quality, reach, sentiment, commercial impact).
- Produce regular reporting and insights, with clear recommendations for optimisation and future strategy.
- Ensure all activity is aligned to delivering tangible business outcomes as well as brand equity.

Required Skills:

1. Strategic PR Leadership

- Proven experience operating at Senior PR Manager level or above, with responsibility for setting and delivering PR strategy within the home furnishings, interiors or design-led lifestyle sector.
- Confidence acting as a senior voice within the business, able to influence and advise stakeholders.

2. Commercial & Growth Mindset

- Demonstrable experience using PR, partnerships and collaborations as drivers of business growth.
- Strong understanding of how brand awareness, reputation and partnerships contribute to commercial performance.

3. Media & Relationship Expertise

- Established network of media and industry contacts.
- Strong storytelling skills, with the ability to translate brand values into compelling narratives.

4. Analytical & Results-Driven

- Comfortable analysing performance and ROI, using data to inform decision-making.
- Focused on impact, outcomes and continual improvement.

5. Adaptability & Ownership

- Self-starter mentality, able to operate autonomously and make sound strategic decisions.
- Comfortable working in a fast-moving, evolving business environment.

Qualifications & Experience:



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- Proven experience in a senior PR role within the home furnishings, interiors or design-led lifestyle industry.
- Experience working both agency-side and in-house would be a strong advantage, bringing an understanding of both external media environments and internal commercial priorities.
- Strong understanding of the interiors media landscape, including print titles, digital platforms, journalists and editors relevant to the sector.
- Experience working with premium, design-led brands, where brand positioning, aesthetics and storytelling are critical.
- Experience working with small businesses or growth-stage brands, where flexibility and initiative are essential.
- Excellent written and verbal communication skills.
- Strong stakeholder management and collaborative working style.

If you are a seasoned PR professional with a passion for interior design and premium home furniture and a proven ability to drive growth through innovative marketing strategies, we invite you to apply and be a key player in shaping the success of NiX by Nicola Harding.

What we offer

- Hybrid working (based 2 days a week in the Queens Park Studio) and one Sunday every 8 weeks (with a day in lieu offered).
- 20 days' holiday per year plus 3 days for Christmas studio closure and additional day's holiday for each year of service (up to max of 5 years)
- Strong focus on professional and personal training and development opportunities
- Vibrant dog-friendly studio in great location on fun street with excellent transport links
- Friendly, social team with fun and engaging events hosted regularly throughout the year

Please note: applications without prior experience in the home furnishings, interiors or design-led lifestyle sector will not be considered.

How to Apply:

Please send in the following to careers@nicolaharding.com:

1. Your up-to-date CV with a focus on the skills and experience required.
2. A cover letter detailing your relevant experience and why you would be a great fit for this role.

Please detail the Job title in the Subject field of your email. We look forward to hearing from you!