



PELICAN HOUSE

www.pelican-house.com

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

Trade 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

We are seeking an experienced, confident, and commercially minded Trade Sales Manager to play a central role in the next stage of Pelican House's growth. This is a senior, hands-on role suited to someone who enjoys ownership, thrives in a dynamic environment, and takes pride in delivering exceptional client experiences.

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. This is not a showroom-based role; the focus is on relationship-led sales, outreach, and account management.

You will work closely with the Founder, Bella, and Studio Manager, and will have the opportunity to shape processes, strategy, and the future structure of the sales function in a friendly, supportive environment.

Key Responsibilities

Sales & Client Management

- Grow company revenue from trade customers to achieve company sales targets
- Act as the primary point of contact for clients across the full sales lifecycle, ensuring a seamless, considered, and personal experience.
- Manage and grow relationships with interior designers, architects and hospitality clients.
- Manage inbound enquiries, ensuring all communications are responded to promptly and professionally.
- Build and maintain strong, long-term relationships with existing clients
- Introduce the company to new accounts and sales opportunities
- Prepare and issue quotations, invoices, and delivery estimates, including international orders.
- Collaborate on and send brochures, price lists, design updates and presentations to clients.
- Maintain customer data and record all sales activity and opportunities accurately within HubSpot.
- Track potential and confirmed orders, proactively progressing leads to conversion.
- Oversee the ordering of samples and coordinate sample loans with support from the Studio Manager.
- Managing and screen trade account enquiries and applications.
- Keep clients informed throughout the production and delivery process, managing expectations with clarity and care.
- Work with the Founder & Creative Director on stock levels, pricing, margins, and sales forecasting.
- Identify event opportunities
- Work alongside external digital marketing partners where required, ensuring the marketing calendar aligns with our sales goals and supports sales activity

Business Development & Outreach

- Develop and implement a considered business development and outreach strategy across trade and hospitality sectors aligned with the Pelican House brand.
- Identify key customers to attend Company-hosted events and manage event invitations
- Identify and pursue new sales avenues including trade partnerships, hospitality projects, collaborations, and international opportunities.
- Lead our growth in the USA.
- Arrange and host studio visits, presentations, and client meetings, and conduct regular visits to interior design studios.
- Represent Pelican House at relevant industry events, fairs, and networking opportunities.

Reporting & Operations

- Report on performance against sales targets monthly, quarterly, and annually.
- Prepare regular sales reports, highlighting key accounts, opportunities, and best- and worst-performing products.
- Lead monthly sales meetings and contribute to quarterly business reviews.
- Assist with forecasting and provide input into cashflow planning related to sales activity.

- Continuously review and improve sales processes to ensure efficiency, clarity, and scalability.

Key Skills & Experience

- Minimum 5+ years' experience in a similar role.
- Experience in the trade interior world is essential.
- Experience working with HubSpot or a similar CRM system.
- Experience within rugs is desirable but not essential.
- Strong commercial awareness, with confidence working with pricing, margins, and projections.
- Highly organised, detail-oriented, and calm under pressure.
- Excellent written and verbal communication skills, with a natural ability to build trust and rapport.
- Proactive, self-motivated, and comfortable working independently within a small team.
- Confident using Apple Mac systems and Googledrive.
- A genuine appreciation for ethical craftsmanship, design, and interiors.

Role Details

Hours: Monday - Friday, 9am–6pm

Location: Hybrid. Tues - Thurs in Camden office

Salary: Competitive, dependent on experience.

Benefits:

- Gym membership.
- 34 holiday days (including bank holidays) + Christmas break.
- Flexible daily work schedule 8.30/9am to 5.30/6pm.
- Hybrid working.
- Employee/trade discount & sample sales.

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.