



Job Title: Digital Experience Lead

Location: London – UK

Department: Marketing & Communication

Position Reports to: Marketing Manager

Direct Reports: N/A

Company Overview:

With an uncompromising commitment both to British manufacturing and to our customers worldwide, Soane's mission is to design and make enduring and life-enhancing furniture, lighting, fabrics, and wallpapers. By working with a network of the finest craftspeople in Britain, we preserve traditional skills and nurture them for future generations.

As well as working with independent craft workshops across Britain, we have developed our own substantial in-house manufacturing operations in Leicester and the South of England. We have thriving showrooms in London and New York where our passionate and committed team champions exceptional British craftsmanship.

For more information, please visit www.soane.com and join our social media platforms Pinterest and Instagram.

Careers Page:

This newly created position offers a rare opportunity to shape the future Soane's digital presence at a pivotal moment of growth. As Digital Experience Lead, you'll play a central role in delivering high-impact projects—from the launch of a new website with SAP B1 integration to the rollout of targeted digital marketing initiatives, driving deeper engagement with our global audience.

Reporting to the Marketing Manager and based in our London office, you'll collaborate across teams to ensure every digital touchpoint is seamless, story-driven, and aligned with our commercial goals, particularly in our key North American market. You'll bring a performance mindset to content creation, videography, and digital reactivation campaigns—using data and KPIs to track impact and help shape long-term strategy.

We're looking for a proactive, detail-oriented and digitally savvy leader who's excited to help elevate this online presence during this exciting phase of our transformation.

Purpose of the Position:

The Digital Experience Lead is a newly created position based in the London office within a fast-growing, mission-driven business. The Digital Experience Lead is responsible for overseeing and improving the end-to-end digital journey of users, ensuring that every touchpoint is seamless, engaging, and aligned with business goals.

Reporting to the Marketing Manager, the Digital Experience Lead will play a pivotal supporting role in delivering the company's new website (including SAP B1 integration) - one of the most strategic initiatives for the business to support and drive growth in Soane's largest market, North America.

Beyond the website project, the Digital Experience Lead will drive content creation initiatives, including videography, to improve digital engagement and storytelling. In addition, this role will lead the digital campaigns including targeted digital marketing efforts aimed at reactivating inactive database segments, ensuring the business maximises value from all digital audiences.

The Digital Experience Lead will bring a strategic and performance-driven mindset — using data, KPIs, and digital tools to monitor impact and drive results, and help shape the digital strategy.

LONDON NEW YORK

www.SOANE.COM

COMPANY REGISTRATION N° 03360853 VAT N° 707 0475 49

Duties and Responsibilities:

- **End-to-End Online Experience:** Manage and optimise the full digital customer journey, ensuring a seamless, engaging, and user-focused experience across all online platforms.
- **Digital Campaign:** lead the planning and execution of the Digital Campaign (e-shot, Instagram, Pinterest) to support the Business and Communication objectives including targeted campaigns to re-engage inactive contacts, using segmentation and personalised content to increase engagement and conversion.
- **KPI Reporting:** Track, analyse, and report on key digital metrics to measure performance, identify trends, and inform strategic decision-making.
- **New Website:** Oversee the planning, development, and successful launch of a new website, ensuring alignment with brand, user needs, and business goals. Assist with testing, content migration, and internal support to ensure a smooth website launch and post-launch performance.
- **Videography Support:** Support and manage video content planning and production to enhance digital storytelling and strengthen engagement across marketing channels.

Qualifications for the Position:

- **Digital Marketing Experience (5+ years):** Proven experience with digital platforms, tools, and customer journeys, coupled with strong knowledge of digital marketing channels—including email and content marketing, SEO/SEM, and social channels.
- **Project Management:** Experience managing end-to-end digital projects, ensuring delivery on time, on brief, and within budget.
- **Luxury Sensitivity:** Strong understanding of luxury brand positioning, visual standards, and customer expectations within a luxury context. Attention to Detail & Excellence in Execution are essential. Experience within the Interior Industry is also beneficial.
- **SAP:** a working knowledge of SAP B1 is highly beneficial for this role. Responsibilities will include navigating SAP B1 interfaces and utilising data for integration with website.
- **Digital Marketing Expertise:** applied understanding of digital channels, including social media, SEO/SEM, email marketing, content marketing, and performance marketing.
- **Marketing Software:** Familiarity with marketing platforms, like Google Analytics, CRM tools, email marketing platforms, content management system (WordPress, WooCommerce, Shopify) and marketing automation tools (Mailchimp)
- **Efficient & Creative Problem-Solver:** Able to efficiently manage multiple tasks and deadlines through strong prioritisation and time management skills, while creatively identifying challenges and proactively developing innovative, practical solutions in fast-paced environments.
- **Collaboration & Communication:** Excellent interpersonal and communication skills, with the ability to work cross-functionally and influence stakeholders at all levels.

For details of Soane's benefits, including long term service benefits, please refer to the current Benefits Sheet.

Date: 14/10/2025

Written By: D. Duggan

To apply please send your CV and cover letter to careers@soane.co.uk