

Marketing & Brand Image Lead

Location: London

Company: Volga Linen

Reports to: CEO & Creative Director

About Volga Linen

Volga Linen is a British heritage textile brand specialising in beautiful linens for the home. Our collections span decorative fabrics, bed and table linens, accessories and wallcoverings, with a growing international presence across retail, trade and wholesale.

We are looking for a creative, organised and hands-on Marketing & Brand Image Lead to join our small team and help bring our collections and brand stories to life.

The Role

Working closely with our CEO and Creative Director, you will take ownership of the planning and delivery of our marketing activity, ensuring a beautiful and consistent brand presentation across all channels.

This is a varied, hands-on role combining creative content, campaign delivery, photography, social media and brand communications. You will work collaboratively with our Ecommerce & Commercial team to support product launches, brand awareness and international growth.

Key Responsibilities

- Plan and manage the marketing calendar, including product launches, seasonal campaigns and key brand activity.
- Create and deliver engaging email campaigns, newsletters and marketing communications.
- Manage our social media presence across Instagram, Pinterest and LinkedIn, including content creation, planning and scheduling.
- Maintain a consistent and distinctive brand image across all digital and printed materials.
- Develop compelling brand storytelling and editorial content that reflects our heritage, craftsmanship and collections.
- Plan and coordinate campaign and lifestyle photography, working with photographers, stylists and creative freelancers.
- Create and commission marketing assets, including lookbooks, campaign imagery, invitations and printed collateral.
- Produce marketing materials to support our trade, wholesale and international showroom partners.

- Support PR activity, collaborations, events and brand partnerships.
- Monitor marketing performance and engagement, identifying opportunities to strengthen our reach and brand awareness.
- Manage creative projects from brief through to delivery, ensuring deadlines are met.

About You

- 4+ years' experience in a marketing or creative brand role, ideally within interiors, homewares, lifestyle or a premium consumer brand.
- A strong visual eye and genuine appreciation for design, interiors and beautiful products.
- Experience creating and delivering email campaigns, social media content and marketing materials.
- Experience with Shopify including email marketing.
- Excellent copywriting skills and attention to detail.
- Confident using creative tools such as Canva or Adobe Creative Suite.
- Highly organised, proactive and comfortable managing multiple projects independently.
- A collaborative, practical approach and willingness to be hands-on in a small, growing business.

Please send your CV & cover letter for consideration to careers@volgalinen.com