

Brand & Marketing Executive

Be part of the team behind one of the world's leading luxury interiors brands. As Brand & Marketing Executive, you'll help deliver inspiring content, memorable brand experiences and impactful marketing initiatives.

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About Cole & Son

Cole & Son is a British luxury wallpaper brand with a rich heritage and a global outlook. For over 150 years we have been known for original design, craftsmanship and creative collaboration, supplying some of the world's most respected interiors, homes and hospitality spaces. We are now entering an exciting new chapter as we seek to continue and enhance our unique role in luxury interiors and lifestyle. As we expand globally, we remain committed to design integrity, craft-led processes, strong partnerships and building a brand that is meaningful and relevant across the world.

Cole Son is a part of Embellence Group which is a leading European company in interior decoration with a focus on premium brands in the wallpaper segment, complimented by other color and pattern driven interior decoration such as textiles and rugs. Embellence Group is listed on Nasdaq First North Premier.

About the role

The Brand & Marketing Executive supports the delivery of marketing, brand and customer experience initiatives across both digital and physical channels. The role is responsible for helping to create engaging content, executing campaigns, supporting events and photoshoots, and ensuring our showrooms, flagship spaces and visual merchandising materials reflect the creativity and quality that define Cole & Son.

Working closely with colleagues across Marketing, Design, Digital and Sales, this role is ideal for someone with a passion for storytelling, a strong instinct for social media and visual content, and the energy to turn ideas into action. It offers a unique opportunity to develop a broad range of marketing skills while helping to shape the future growth and relevance of one of Britain's most iconic design brands.

This is an on-site role based at our head office in Chelsea, London.

Key Responsibilities

Digital Content & Marketing Support

- Support the creation and coordination of digital content across marketing channels, including website, email, social media and partner communications.
- Assist in the execution of marketing campaigns and product launches.
- Coordinate marketing assets and ensure materials are updated and accessible.
- Work closely with internal teams and external agencies to support campaign delivery.

Marketing Reporting & Administration

- Produce regular marketing performance reports and campaign summaries.
- Monitor key marketing metrics and support analysis of campaign effectiveness.
- Maintain marketing calendars, trackers and project documentation
- Manage and monitor the marketing inbox, ensuring enquiries are responded to or directed appropriately.

Events, Photoshoots & Brand Activations

- Support the planning and coordination of trade exhibitions, showroom events, customer presentations and brand activations.
- Assist with logistics, supplier coordination and post-event follow-up.
- Support the organisation and execution of product and lifestyle photoshoots.
- Coordinate image assets and ensure photography is organised and available for business use.

Visual Merchandising & Brand Experience

- Own the development, coordination and distribution of visual merchandising display packs for partners, distributors and showrooms.
- Ensure visual merchandising materials remain aligned with current brand standards and product launches.
- Coordinate updates and refreshes of showroom displays and customer-facing environments.
- Act as the internal owner of showroom and flagship visual presentation, working with stylists, interior designers and external suppliers where required.
- Ensure showroom environments consistently reflect the Cole & Son brand experience and commercial objectives.
- Manage the administrative and project coordination aspects of visual merchandising initiatives.

Cross-Functional Collaboration

- Work closely with the Marketing Manager, Digital Marketing team, Sales teams, Design team and external agencies.
- Support wider team projects and contribute to continuous improvement initiatives.
- Assist with ad hoc marketing and brand projects as required.

Your Profile

Requirements

- Degree or equivalent qualification in Marketing, Communications, Business, Design, Fashion, Interiors, or a related field preferred.
- At least 1 year of relevant experience in marketing, brand management or communications
- Fluent in English, both written and spoken; additional languages are an advantage

Experience & Skills

- Experience in a marketing, brand, communications or coordinating role.
- Strong organisational and project management skills with excellent attention to detail.
- Experience supporting digital content creation and marketing campaigns.
- Ability to analyse and present marketing performance data and reports.
- Strong written and verbal communication skills.
- Experience coordinating events, photoshoots or brand activations.
- Ability to manage multiple projects and deadlines simultaneously.
- Proficient in Microsoft Office and marketing tools/platforms.
- An understanding of luxury, interior design, lifestyle or premium consumer brands would be beneficial.
- Interest in visual presentation, interiors and brand experience is advantageous.
- Fluent written and spoken English is required. Additional language skills would be considered an advantage.
- Experience within the wallpaper, interior design, textiles, or luxury interiors industry is highly desirable.

Our Commitment to Inclusion and Diversity

Cole & Son is committed to creating an inclusive and supportive workplace where everyone is valued and respected. We believe that diverse perspectives strengthen our business and enrich our creative output. We welcome applicants from all backgrounds and are committed to equality of opportunity regardless of age, disability, gender identity or expression, race, religion, sexual orientation or any other protected characteristic. We aim to foster a culture where people can be themselves, do their best work and grow with the business. Read more about the Group's Code of Conduct, which also applies to Cole & Son, here: [embellence-group-code-of-conduct.pdf](#)

Role Descriptions are non-contractual and as such may be changed at the discretion of the Company, in line with Company requirements.

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