

# LOVE YOUR HOME

## Head of Marketing

**Full-Time**

**Location: Tilford, Surrey (Hybrid)**

**Salary: Competitive**

### **Overall Purpose:**

Love Your Home is an independent, founder-led furniture business, established in 2008. We design and hand-make sofas, armchairs and beds to order - pieces shaped not just by craft, but by the ideas and influences behind them.

It won't surprise you to know that all the work we create is handmade and bespoke. We work hard to set new sustainable design standards because we believe doing well means doing good.

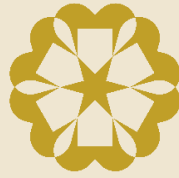
Over time, we've come to realise that creating furniture, nourishing a community of customers, and finding better ways of living all come from the same place.

We're looking for a talented **Head of Marketing** to help us drive growth and shape the next chapter of Love Your Home. As part of our Senior Leadership Team, you'll lead on the way that we tell our story: setting direction, guiding campaigns and making sure that every piece of communication reaches the right people and reflects who we are.

You'll take responsibility for our marketing strategy and budget, deciding where to invest, what to prioritise, and how best to grow the brand. We're a close-knit team, so this role calls for someone who can guide other and work with trusted partners, but who doesn't mind getting involved in the detail too.

### **Key Accountabilities**

- Define and lead our marketing strategy, grounded in a clear understanding of our customer, market, competitors and channel performance.
- Oversee all marketing and PR activity, ensuring campaigns, launches and communications are thoughtfully planned and delivered on time and within budget.
- Take full ownership of marketing budgets and forecasts, working closely with the Commercial Director and Founder to align spend with commercial goals.
- Monitor performance across channels, acting decisively to optimise activity, protect ROI, and respond to market shifts.



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- Shape our marketing calendar, making sure the right message reaches the right audience at the right time.
- Lead, support and develop the marketing team.
- Work collaboratively across the business to ensure marketing activity is understood, aligned and well-executed.
- Guide creative direction at brand and campaign level.
- Manage agency and freelance partnerships, ensuring we get strong value from existing relationships and bringing in new expertise when needed.
- Maintain clear and consistent reporting on performance, sharing insight and recommendations with senior leadership on a regular basis.
- Act as a custodian of the brand, ensuring everything we put into the world reflects who we are.

### **Essential candidate attributes:**

- A senior marketing leader with at least five years' experience shaping and delivering high-performing strategies.
- Strong multi-channel experience across digital, print and broader brand activity, with a clear understanding of how each plays its part.
- Commercially-minded and analytically strong - someone who tests, measures and improves, and knows when to change course.
- Comfortable working at pace, able to prioritise well and stay steady under pressure.
- Detail-oriented, with the instinct to see how small decisions shape the bigger picture.
- Experienced in setting, justifying and managing budgets, with accountability for forecast and return.
- Up-to-date with modern retail and omnichannel marketing, but guided by judgement rather than trends.
- A confident leader and communicator, able to influence across departments and build a capable, motivated team.
- Positive, pragmatic and energised by building something well. Someone who takes pride in standards and making things happen.
- Experience in both B2B and B2C environment is desirable.

**To apply, please email your CV & cover letter to [careers@lyh.co.uk](mailto:careers@lyh.co.uk) - we aim to reply within  
2 weeks.  
Good luck!**