

Sales & Client Relations Manager

Contract type: Full-time, Mon-Fri

Location: Belgravia, London (in-studio)

Salary: £45k+ (DOE)

About Us

Alexandra Llewellyn is an award-winning luxury games design studio in heart of Belgravia. Since 2010, Alexandra has designed exquisite backgammon boards, poker sets, games tables and much more. Hand-crafted in the UK by master craftspeople, our pieces are commissioned by prestigious luxury brands, well-known figures and royalty worldwide.

The Role

We are looking for a confident Sales and Client Relationships Manager to represent the amazing world of Alexandra Llewellyn and to grow with us. As the business enters an exciting new phase, you will be the main point of contact for all clients and responsible for sales across all channels. You will build and convert a solid pipeline, grow key strategic relationships, and represent the brand externally with authority and enthusiasm, sharing our passion and love for what we create. As a small team, working together and helping each other is key to who we are, and an essential aspect of success in any role within the company.

You will

- Be the first person a prospective client speaks to – picking up enquiries, responding promptly and leading meetings.
- Own each sale through to completion: receiving clients in the studio, pulling together quotes, coordinating design conversations between Alexandra and the client, and managing shipping logistics and presentation.
- Be responsible for getting sign-off on bespoke designs, handing over orders to Production and invoicing clients.
- Work closely with the whole team to make sure every bespoke order is delivered on time, flagging issues before they become problems.
- Build, nurture and manage a network of key clients and partners, always looking for new opportunities and ways to grow the business.
- Deliver immaculate customer service, understanding the client's journey and anticipating their needs.
- Represent the brand at events, building relationships everywhere you go and positioning yourself in front of press, partners and clients alike.
- Be genuinely knowledgeable about the craftsmanship and materials behind our pieces, and a confident, credible voice for the brand.
- Produce regular pipeline updates and sales report and make sure the CRM and client dossiers are accurate and up to date.

Who you are

- A positive, energetic individual with a passion for beautiful things and craft.
- Comfortable and confident around high-profile clients and have a can-do mindset.
- Thrive working in a small business, bringing ideas to the table and getting involved.
- You have in-depth knowledge of the luxury industry and understanding of UHNW clientele.
- Organised and meticulous about data accuracy.
- You take initiative, are curious and interested in learning and developing your skills.
- A real team player, understand the power of collaboration and lead with empathy and kindness.
- You like to have fun and entertain – after all, we make games! And hosting events for clients is an important part of the role.

Requirements

- 2+ years' relevant experience within the luxury market
- A proactive, flexible self-starter with excellent organisation and time-management skills.
- Excellent verbal and written communication.
- Strong analytical and computer skills (Microsoft Office and data management). Attio CRM and Monday.com experience desirable but not essential.
- Experience working in a small design-led business and experience with bespoke – highly desired but not essential.
- Right to work in the UK is essential. We are not able to offer visa sponsorship for this role.

Benefits

- Discretionary annual bonus
- 29 days annual leave (inc. Bank Holidays) + Christmas to NY closure
- Training and development support
- Cycle-to-work scheme
- Regular team meals and rewards

Location & Working Hours

- Full-time, in-studio, Belgravia, London
- 9am – 5.30pm, Monday to Friday
- Occasional international travel (2–3 times per year)
- Flexibility to attend evening events, in-house and external (2–3 per month, varies)

How to Apply

- Please send your application to ines@alexandrallewellyn.com
- We read every application personally, so please tell us about you in your own words – a few genuine sentences on why this role excites you will always stand out more than AI.
- Ideal start date is mid-September, but we can be flexible for the right candidate

Alexandra Llewellyn is an equal opportunities employer. We're committed to building a diverse and inclusive team, and we welcome applications from people of all backgrounds, identities and life experiences – including LGBTQ+ candidates and those from underrepresented groups.