

# Salacia

OF GREAT BRITAIN

## Brand & Marketing Lead

Location: Kent based, on-site

Salary: Competitive, dependent on experience

Working Pattern: Monday – Friday 8am-5pm

Reporting to: Managing Director

## *About Salacia*

Salacia is a premium bathroom and interiors business based in Kent, working across retail, contracts and trade.

We design, supply and deliver exceptional bathrooms for private clients and large-scale developments, combining technical expertise with refined design.

We've grown by doing things properly. We are now entering the next phase of growth where marketing moves from being supportive to being strategic – shaping how Salacia is perceived in the market, strengthening our authority, and driving high-quality enquiries across retail and B2B.

## *The Role*

We are looking for a Brand & Marketing Lead to take ownership of how Salacia presents itself to the world.

It is a leadership role responsible for shaping our brand narrative, authority, and visibility across multiple audiences.

You will be responsible for defining how Salacia is positioned, how our story is told, and how our marketing supports both retail and specification growth.

Content remains important, but it sits within a broader mission: building Salacia as a recognised design authority, not just a supplier.

## Brand & Positioning

- Define and refine Salacia's brand voice, tone and positioning
- Ensure consistency across showroom, sales, proposals, website and social channels
- Translate our expertise into clear, confident market messaging

## Narrative & Story Strategy

- Turn projects, processes and expertise into compelling stories
- Develop themes and campaigns that position Salacia as an expert partner
- Ensure content demonstrates competence, credibility and quality – not just aesthetics

## PR & Industry Presence

- Build relationships with interiors press, editors and industry voices
- Identify opportunities for editorial coverage, case studies and features
- Position Salacia as a respected name in the interiors and specification space

### Founder & Thought Leadership

- Work closely with the founder to shape external communication and industry presence
- Help translate experience and knowledge into thought-leadership content

### Influence & Partnerships

- Develop relationships with designers, architects, developers and suppliers
- Use events, collaborations and partnerships to strengthen brand visibility

### Campaign Direction

- Lead the planning of marketing themes, seasonal pushes and focus areas
- Ensure marketing activity is joined-up and purposeful rather than reactive

### Content & Channels (Strategic Ownership)

- Create and oversee social and content output to ensure it aligns with brand strategy
- Guide what is captured and created, ensuring quality and relevance
- Support light paid activity in collaboration with external partners

### Events as Brand Tools

- Support the planning of showroom and industry events as brand-building moments
- Use events to strengthen relationships and visibility, not just attendance

### How Success Will Be Measured

- Clear, consistent brand voice across all touchpoints
- Increased visibility and credibility in the interiors and specification space
- Marketing activity that supports high-quality B2C and B2B enquiries
- Stronger use of projects as proof, not just imagery
- Feedback from internal teams that marketing supports conversations
- Growth in brand reputation, not just reach

### About You

- Experience leading brand or marketing for a design, lifestyle or premium brand
- Strong background in storytelling, brand positioning and communication
- Comfortable shaping strategy as well as executing
- Confident working with founders and senior stakeholders
- Able to translate complex or technical topics into clear, engaging messaging
- Commercially aware and understand how marketing supports growth
- Comfortable being part of a business and working closely with other teams
- Experience in interiors, design or premium consumer sectors is desirable

### Benefits

- Flexible working hours within agreed days
- Annual leave increasing with service (plus bank holidays)
- Christmas closure
- Company events and socials