

SENIOR MARKETING MANAGER

Paragon Studio · Battersea, London · Fully office-based

Reporting to: General Manager (dotted line to the Founder & Creative Director)

Direct report: Marketing Assistant

Salary: £60,000 – £70,000 depending on experience, plus 10% annual bonus tied to KPIs

Progression: Head of Marketing - 12 months, subject to performance

ABOUT PARAGON STUDIO

Paragon Studio designs and supplies the world's most beautiful fitness equipment. Founded by Edward Thomas after a decade designing gyms for over 75% of the world's largest superyachts, the studio now serves clients globally. Our work sits in spaces shaped by the world's leading architects and interior designers, and has been featured by Harrods, Vogue, and Soho House. Our portfolio spans strength, cardio and bespoke commissions, engineered to perform and finished to sit alongside the highest-spec interiors in the world.

We operate across three verticals - marine, residential, and hospitality - each with its own buyer, sales cycle, and creative requirements. We sit at the apex of the luxury wellness market. Every product is function-led, performance-engineered, and finished to a standard that holds its own anywhere.

We are a small, fast-moving team. We expect a lot of each other and we deliver work we are proud of.

THE OPPORTUNITY

We are looking for a Senior Marketing Manager to take full ownership of Paragon Studio's marketing function. You will inherit a brand with strong editorial credibility, a client base across 20+ countries, and a live performance channel generating qualified leads. Your job is to professionalise and scale it.

You will lead a Marketing Assistant and orchestrate an established roster of external partners - a creative agency, graphic, web and product design support, a PR firm, paid media specialists, and a freelance social lead on retainer. You will also have a London showroom to programme events from, and an existing network of brand and trade partnerships to draw on and grow.

This is a hands-on role. You will set the strategy, build the calendar, brief and manage the agencies, own the channels through your assistant and freelancers, measure what works, and

report into the leadership team. Year one is about getting the function operating at a higher standard end-to-end; expect to make sharp calls about where to focus and where to push back. The right operator will fast-track to Head of Marketing within 12 months, build out the in-house team, and join the senior leadership group.

You will report to the General Manager day-to-day and work closely with the Founder on brand and creative direction.

WHAT YOU WILL OWN

Brand, content and creative standards. Protect and sharpen Paragon's point of view across the website, social, print, PR, the showroom, and every client touchpoint - tone, visual identity, and creative standards across all three verticals. Commission and oversee the photography, film, and written content that brings the work to life.

Lead generation, website and CRM journey. Marketing's primary commercial contribution is qualified leads. Paid social is the current performance engine, with scope to test and scale Google, programmatic, and trade media where commercially justified. Direct the paid media partners, run the website as both brand showcase and lead engine, and own the CRM journey from first enquiry through to sales handover.

Agency, freelancer and assistant management. Manage the Marketing Assistant directly, and act as principal point of contact for every external partner - creative agency, graphic and web design, product design support, the PR firm, paid media specialists, and the social freelancer. Holding these relationships to a high creative and commercial standard is the single biggest lever in this role.

PR, partnerships, showroom and events. Direct the retained PR firm and build on relationships with luxury, interiors and trade press across all three verticals. Grow Paragon's network of brand and trade partnerships - designers, architects, hospitality groups, marine specialists, adjacent luxury brands. Programme the London showroom as a live marketing asset: client events, partner activations, designer evenings, press moments. Own Paragon's presence at industry moments.

Reporting, budget and commercial performance. Own the marketing budget. Set and report against meaningful KPIs - qualified leads, cost per lead, lead-to-quote conversion, attributed revenue, brand reach. Present monthly to leadership.

SUCCESS IN THE FIRST SIX MONTHS

A clear annual marketing calendar across marine, residential and hospitality. Monthly reporting live across lead quality, CPL, quote conversion and attributed revenue. A sharper briefing and accountability rhythm with every retained partner. A delivered programme of showroom, content and PR activity. A cleaner CRM journey from enquiry through to sales handover.

WHAT YOU BRING

- 4+ years in a marketing leadership role, ideally within a design-led, luxury, or premium consumer brand. Luxury fashion, interiors, hospitality, automotive, or wellness backgrounds are all relevant.
 - Demonstrable experience managing agencies and freelance partners. You write a sharp brief, hold creative work to a standard, and get more from a retainer than the previous client did.
 - A genuine eye for design and a strong instinct for what feels on-brand and what does not. This matters more than any qualification.
 - Commercial fluency with paid acquisition. You don't run the ads yourself, but you interrogate a Meta or Google dashboard, challenge an agency on performance, and talk credibly about CAC, conversion, and attribution.
 - A track record of working closely with founders or senior creative leads, and the maturity to push back constructively.
 - Strong writing. Tone of voice matters enormously to us.
 - Comfort working at pace in a small team, with the appetite to grow into a Head of function.
 - Genuine interest in design, architecture, fitness, or wellness.
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THE PACKAGE

- £60,000 – £70,000 base, depending on experience
 - 10% annual bonus, tied to lead volume, attributed revenue, and brand KPIs
 - 25 days holiday plus bank holidays
 - Pension
 - Fully office-based at our Battersea studio.
 - Head of Marketing within 12 months, subject to performance
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