



Marketing & Brand Manager

Nicole Arnold Interiors | Dallas–Carrollton/Addison, TX | Full-Time | On-Site
Salary: \$75,000–\$85,000 + Benefits & Bonus Opportunities

Help Shape the Brand Behind One of Dallas' Leading Luxury Interior Design Firms

Nicole Arnold Interiors is looking for a creative, highly organized **Marketing & Brand Manager** who loves beautiful design—and knows how to turn it into compelling content, conversation and brand awareness.

This is not a behind-the-scenes corporate marketing role. You'll be immersed in the creative side of our business: capturing installations, attending photoshoots and High Point Market, developing social content, identifying PR opportunities, collaborating directly with our founder and design team, and helping determine how our brand shows up in the world.

We're looking for someone with 3–5 years of marketing experience who is ready to **take ownership of a brand rather than simply execute a marketing calendar**.

For the right person, this role offers significant autonomy, direct access to company leadership and the opportunity to grow into **the leader of the firm's marketing function** as the company continues to evolve.

About Nicole Arnold Interiors

Nicole Arnold Interiors is an established Dallas-area interior design firm specializing in high-end residential and commercial office interiors. Known for our distinctive aesthetic, thoughtful execution and exceptional client experience, we create sophisticated environments tailored to the people who live and work in them.

Our clients expect a high level of service, attention to detail and professionalism—and our marketing should reflect that same standard.

We're a collaborative, fast-moving team that values initiative, accountability, creativity and people who take genuine pride in producing exceptional work.

You May Be a Great Fit If...

You're a creative marketer who also happens to be exceptionally organized. You see a beautiful room and immediately think about the photograph, Reel, story, article or media pitch that could come from it.

You don't need someone to hand you a daily task list. You notice opportunities, bring forward ideas and follow through. You're equally comfortable filming an installation, writing a polished caption, organizing a content calendar, reviewing analytics or developing a compelling story angle.

You have a sophisticated visual eye and understand the luxury consumer. You know that marketing a luxury brand requires both creativity and restraint—and you understand the difference between content that simply gets attention and content that builds the **right** brand.

You're also interested in more than your next job. You want the opportunity to grow your capabilities, expand your influence and potentially lead a marketing function in the future.

What You'll Own

Brand + Content | 35%

- Create compelling photo, video and written content around projects, installations, photoshoots, industry events and the people behind our brand
- Capture behind-the-scenes moments and turn them into polished, brand-appropriate storytelling
- Develop marketing collateral for digital and print using Canva and/or Adobe Creative Suite
- Maintain an organized, easily accessible library of photography, video and creative assets
- Attend High Point Market 1–2 times per year, as well as select industry events, to capture content, trends and interviews with our founder, designers and vendor partners
- Continually identify fresh ways to tell the Nicole Arnold Interiors story

Social + Digital | 30%

- Own the social media content calendar from concept through execution
- Create, curate and schedule content across priority social platforms, with a strong emphasis on Instagram and LinkedIn
- Maintain a consistent brand voice and visual identity across digital channels
- Monitor engagement, growth, website traffic and other meaningful performance metrics
- Prepare concise monthly reporting and use results to improve future content and strategy
- Collaborate with our digital agency to support SEO, digital marketing and lead-generation initiatives
- Stay current on emerging platforms, trends and opportunities relevant to the luxury design audience

PR + Founder Visibility | 20%

- Identify compelling stories and proactively pitch editorial opportunities to local, regional and national media
- Build and maintain relationships with editors, writers and other relevant media contacts
- Draft press releases, media pitches and blog content
- Research and manage award and recognition opportunities
- Identify and pursue speaking engagements and other visibility opportunities for our founder
- Manage advertising schedules, placements and publication materials
- Help build thought leadership around design, business and the Nicole Arnold Interiors brand

Marketing + Client Experience | 15%

- Manage marketing calendars, campaigns and deadlines to ensure initiatives stay on track
- Coordinate branded client welcome materials, seasonal gifting and other thoughtful client touchpoints
- Support client appreciation events and select business-development initiatives
- Maintain appropriate marketing and relationship information within HubSpot CRM
- Coordinate promotional materials for prospective clients, corporate partners and referral sources
- Look for opportunities throughout the client journey to strengthen the overall brand experience

What We're Looking For

Must-Haves

- 3–5 years of marketing, brand, social media, communications or related experience
- Strong written and verbal communication skills
- Demonstrated ability to create compelling social and digital content
- Strong working knowledge of Instagram and LinkedIn
- A sophisticated visual eye and understanding of branding
- Excellent organization, time management and follow-through
- Ability to manage multiple priorities and deadlines without losing attention to detail
- Confidence working independently while collaborating closely with a small team and busy founder
- Proactive, resourceful approach—you see what needs to happen and take ownership of getting it done
- Comfort capturing photo and video content in active, real-world environments
- Ability to interpret marketing results and use data to make better decisions
- Bachelor's degree preferred

Nice-to-Haves

Experience with any of the following is a plus, but we don't expect you to check every box:

- Public relations or media pitching
- Canva and/or Adobe Creative Suite
- Later or similar social scheduling platforms
- HubSpot
- Asana or similar project-management software
- Pinterest, Facebook, YouTube and Houzz
- SEO and digital marketing
- Luxury, design, fashion, hospitality, lifestyle or other visually driven brands

Why This Role Is Different

You won't be marketing an abstract product from behind a desk.

You'll have access to beautiful interiors, installations, professional photoshoots, luxury products, industry events and the creative process behind an established design firm. You'll work directly with our founder and design team and have the opportunity to turn what happens inside the business into stories that build awareness, reputation and new client relationships.

Most importantly, **you'll have room to make the role your own.**

We want someone who brings ideas—not simply someone who waits for assignments. As you demonstrate your ability to drive the brand and produce measurable results, you'll have the opportunity to take on greater strategic responsibility and **grow into leadership of the firm's marketing function.**

Position Details

Location: Carrollton/Addison, Texas area

Schedule: Full-time, on-site, five days per week

Travel: Up to 5%, including High Point Market 1–2 times annually

Experience: 3–5 years preferred

Salary: \$75,000–\$85,000 per year, commensurate with experience

Our benefits and perks include:

- 401(k)
- Health insurance
- Paid time off
- Flexible scheduling
- Employee discounts

- Professional development assistance
- Bonus opportunities
- Referral commissions
- Access to design markets, events and professional experiences within the luxury interiors industry

Interested? We'd Love to See What You've Created.

Send your resume or LinkedIn profile along with **2–3 examples of content, campaigns, social media or brand work you're proud of.**

And tell us briefly: **What caught your attention about this opportunity and the Nicole Arnold Interiors brand?**

Please send application materials to Shannon Summers at shansum@outlook.com.