



Vacancy – Marketing Manager – Salon Privé

Salon Privé is the UK's most prestigious automotive and luxury lifestyle event, renowned for blending world-class motoring with the elegance of a quintessential English garden party. As we enter an exciting new chapter ahead of the 21st edition of Salon Privé Blenheim Palace, our biggest event to date, and our strategic alliance with Concours House, we are looking for an experienced and commercially minded Marketing Manager to join our growing team.

Based at our new headquarters, Concours House in Bradford-on-Avon, and reporting directly to the Sales Director, this is a rare opportunity to play a leading role within one of the UK's most respected luxury event brands, working across high-profile automotive events, luxury lifestyle experiences and year-round activations.

The Role

This is a hands-on, strategic marketing role focused on driving brand awareness, audience growth, ticket sales and sponsor engagement across the Salon Privé portfolio. You will lead integrated B2C and B2B marketing campaigns across digital, CRM, social media, PR and partnerships, while maintaining the premium standards and tone of voice synonymous with the Salon Privé brand.

Key Responsibilities

- Lead and execute annual marketing campaigns for Salon Privé London, Salon Privé Blenheim Palace and additional events throughout the year
- Develop CRM, digital and social media strategies to drive audience engagement and ticket sales
- Manage luxury, automotive and lifestyle media partnerships to maximise exposure and ROI
- Work alongside the Head of Design to deliver high-quality print and digital marketing assets
- Support sponsor and partner marketing activity to ensure exceptional brand integration
- Maintain consistency across all brand communications and customer touchpoints

- Manage website content, campaign messaging and customer journey optimisation
- Work closely with the PR agency to expand Salon Privé's automotive, luxury and lifestyle presence
- Work closely with the Social Media Lead on Social Media strategy, execution and Influencer/Creator management and engagement
- Support the onsite delivery of Salon Privé events and activations
- Identify new opportunities and audience growth strategies within the luxury events sector

Candidate Profile

- 5+ years' experience within a marketing role with strong digital and social expertise
- Experience within luxury, automotive, premium lifestyle or events sectors is essential
- Proven experience delivering integrated marketing campaigns from concept through to analysis and post event ROI reporting
- Strong understanding of CRM, customer acquisition and lead generation strategies
- Excellent copywriting, communication and organisational skills
- Creative, commercially aware and highly detail-oriented
- Passion for luxury brands, automotive culture and live events
- Proactive, collaborative and confident working within a fast-paced environment
- Based within one hour's drive of Concours House (Bradford-on-Avon)

Useful Software Experience

- Adobe Photoshop
- HubSpot
- WordPress

Salary & Benefits

- £45,000 per annum plus performance-related bonus
- 25 days annual leave plus birthday leave and Bank Holidays
- Company pension scheme and lifestyle benefits including Gatineau skincare allowance
- Healthshields cover giving access to a range of wellness benefits
- Opportunity to work within one of the UK's leading luxury automotive event brands
- Access to exclusive automotive and lifestyle events
- Career progression within a fast-growing luxury events business
- Direct exposure to world-leading brands, collectors and industry figures
- Supportive and entrepreneurial team culture

To Apply

If you are passionate about luxury brands, events and creative marketing, we would love to hear from you. Please submit your CV and covering letter to info@salonpriveconcours.com outlining your relevant experience and interest in joining Salon Privé at this exciting stage of growth.