



MARKETING

DIRECTOR OF CLIENT RELATIONS

At Maiden Home, we're growing our team of mission-driven, customer-obsessed design lovers here in NYC. If you're excited to be a part of a revolution of furniture retail—and game to join one of the fastest-growing brands in the industry—we'd love to hear from you. When you join the team, you'll enter a workspace that encourages innovation, creative expression, teamwork, and transparency.

As an empathetic, strategic, and metrics-obsessed **Director of Client Relations**, you will be responsible for driving sales growth and customer conversion for Maiden Home through our Design Advisory and Trade Services customers. Your goal is to grow and scale the customer-facing team and sales that the team contributes, build strong, lasting relationships with our customers, and drive company KPIs such as AOV and LTV. You will assist the VP of Marketing in the development, implementation, and achievement of the larger business vision and nurture the team in meeting KPIs, SLAs, and brand standards.

The ideal candidate will understand that this is not a traditional sales function; at Maiden Home, we strive to have transparent, empathetic, honest relationships with our customers and will never sacrifice our values for the sake of a sale. The candidate will have past experience building and managing a team. They should be intellectually curious and analytically strong with an innovation mindset that will enable them to build the Trade and Design Advisory businesses with a customer-first mentality. They will be a steward of the brand and live our mission, commitment to our customers, and passion for creating a revolutionary approach in furniture retail.

Responsibilities

Client Relations plays a pivotal role in effectively growing our Trade and Design Advisory customer bases as well as driving LTV.

As the Director of Client Relations you will:

- Ensure an on-brand customer experience
 - Ensure the Client Relations Team embodies an on-brand voice and presentation to customer
 - Codify onboarding training and ongoing team training
- Drive operational efficiencies and excellence

- Manage Team to effectively meet SLAs
- Ensure cross-functional relationships and processes are seamless
- Identify and drive efficiency opportunities for team tasks and automate where possible
- Map organization for future scale and hire against plan
- Nurture leads through the sales conversion process
 - Further build out ROI-driving customer experiences, such as Design Services and Consultation programs; iterate to maximize team time efficiencies and scalability
 - Create repeatable processes to drive AOV with engaged customers
 - Measure ROI, AOV, and LTV as health metrics of the business; further drive efficiencies to maximize these KPIs
- Reactivate existing customer base
 - Work with CRM/Loyalty Manager to create on-brand, personal experiences to reactivate existing customer base in key sales periods; KPI = LTV
- Develop new channel opportunities, e.g. commercial clients, hospitality clients

Qualifications

- 7-10 years of experience in client relationship management, preferably at a premium brand
- An understanding of how to grow a sales business with an authentic, customer-first mentality
- Intimate knowledge of and hands-on experience with managing a team to SLAs and KPIs
- Experience working with different end customers, in this case our Trade business and our everyday customer business, with an understanding of how different customer segments require different sales cycles, marketing tactics, and relationship management
- Proven track record of successfully managing a team
- Superior analytical skills with natural ability to extract insights from data and synthesize into new ways to drive new customer growth and LTV
- Strong track record of effective cross-functional collaboration
- Excellent leadership and project management skills
- A thorough understanding of Maiden Home's brand values, key differentiators, and competitive set
- Ability to combine sales skills with deep customer empathy to ensure we are always delivering great, premium experiences for our consumers

- Outstanding personal organizational skills and relentless follow-through in a fast-paced startup environment
- High energy, positive outlook, and a healthy dose of hustle

Benefits

- Competitive salary, bonus, and equity
- Health, dental, and vision insurance, up to 100% covered by Maiden Home for an individual
- 401(k) plan offering
- Unlimited vacation
- Annual furniture allowance & company discount
- Trade discounts to most major home furnishings brands
- Strong company culture, including team events
- Maiden Home office with perks like an open floorplan and snacks

About Maiden Home

Launched in 2017, Maiden Home has quickly become one of the fastest-growing brands in home furnishings today. We are a new concept in custom furniture, offering high-quality, handcrafted pieces made by the best American craftsmen and delivered at prices and lead times unheard of in the industry.

Since inception, Maiden Home has been featured in Architectural Digest, House Beautiful, Fast Co, Forbes, Bloomberg and more. The brand has experienced consistent triple-digit year-over-year growth, driven from our cult following of consumers and interior designers across the country. Backed and led by seasoned executives in e-commerce and retail, with growth ambitions and a customer commitment unseen in the industry, Maiden Home is on its way to forever transform furniture retail.

To apply, please send your resume and cover letter to careers@maidenhome.com