HEDLEY STUDIOS

Marketing Lead

Starting: July 2026
Contract: 14-month fixed-term contract to provide maternity leave cover, with the potential to become a permanent role subject to business needs.
Reporting To: Marketing Director, transitioning to the CEO
Location: Hedley Studios, Bicester Heritage, 142 The Command Works, Bicester, OX27 8FY. The role requires three days per week onsite, with the option to work from home for the remainder of the week.
Working Hours: Standard business hours are 9:00am to 6:00pm, Monday to Friday, including a one-hour unpaid lunch break.
Salary: £45,000–£50,000 per annum, depending on experience, paid monthly in arrears.

About Us
At Hedley Studios, we don't just sell products — we create beautifully engineered, officially licensed scale recreations of some of the world's most iconic classic cars. Our craftsmanship, prestigious brand partnerships, and global reputation place us at the intersection of luxury, automotive heritage, and design excellence.

About the role
We are looking for an experienced and highly adaptable Marketing Lead to take ownership of all aspects of marketing within a fast-paced, growing business. This is a broad and hands-on role suited to someone with startup or scale-up experience who can operate confidently at both a strategic and operational level.
The successful candidate will be responsible for building structure, driving momentum, and maintaining high standards across every brand touchpoint, while helping shape the next stage of the company's growth.

What we are looking for
We are looking for someone with an "all hands-on deck" mentality — a proactive marketer who enjoys building, creating, organising, and making things happen. You should be equally comfortable engaging with senior stakeholders on partnerships and brand direction as you are overseeing campaigns, coordinating branded assets, or managing content production.
This is an opportunity to play a central role within an ambitious business where marketing has a direct impact on brand growth, partnerships, and commercial success.

Key Responsibilities
- Develop and lead the overall marketing strategy and annual planning
- Own and execute product and brand launches
- Manage all marketing channels and oversee ongoing campaign activity
- Serve as the primary marketing contact for OEMs, clients, partners, press, and the global dealer network
- Lead content creation processes, including photoshoot briefing, creative direction, approvals, and final sign-off

- Oversee branded assets and merchandise to ensure consistency and quality across the brand
- Work closely with Sales division to support consistent and compelling client and prospect communication journeys
- Act as the internal and external brand champion across all communications and customer touchpoints
- Build and maintain strong relationships with key stakeholders across the business and industry
- Coordinate multiple projects simultaneously, ensuring delivery to deadline and brand standard
- Support wider business initiatives with a proactive, solutions-focused mindset
- Act as the central lead for all marketing activity within a dynamic team environment, confidently managing competing priorities, evolving business needs, and shifting timelines.

About you

- Proven experience in a senior marketing role within a startup, scale-up, or fast-growth environment
- Comfortable owning both strategic planning and hands-on execution
- Strong project management and organisational skills
- Experience managing a broad range of marketing responsibilities simultaneously
- Confident working directly with OEMs, clients, partners, press, and content creators
- Excellent communication and stakeholder management skills
- Able to thrive in a dynamic environment where priorities can evolve quickly
- Proactive, resourceful, and willing to get involved at every level when needed

Why Hedley Studios?

We're an inclusive, expert, and friendly team with the energy of a startup and the passion of true enthusiasts. Committed to equality, diversity, and inclusion, we aim to attract exceptional talent from the widest possible pool. We're driven to create extraordinary vehicles — and enjoy the journey along the way.

What We Offer

Purpose & Opportunity

- The opportunity to be a significant part of a small British manufacturing start-up
- The opportunity to work directly with some of the most iconic and prestigious automotive brands in the world
- A workplace where teamwork and leadership are visible in action, with real opportunities to learn, grow, and develop
- A high-performance environment designed to support your personal and professional development

Reward & Ownership

- A competitive remuneration package
- A bonus scheme
- Share options

Health, Wellbeing & Financial Security

- Private healthcare including optical, dental, and hearing cover through Vitality Health, along with associated lifestyle perks
- A modern workplace pension with Thrive + Smart Pension, offering an easy-to-use app to track your savings, manage contributions, access financial education and unlimited 1–2–1 sessions with a financial coach, all while Smart Pension manages investment and administration

Work–Life Balance & Flexibility

- A family-friendly employer offering enhanced maternity and paternity leave
- Flexible working patterns and hybrid working options where practical
- Additional annual leave, accruing one extra day per year of service up to a maximum of 30 days

Location & Environment

- Free on-site parking at the historic Bicester Heritage site, home to our HQ – a unique and inspiring location for any car enthusiast

How do I apply?

We'd love to hear from you. Please send your CV and a short covering note (max 400 words) explaining why you're a great fit to careers@hedleystudios.com—tell us what makes you stand out and what you'd bring to the team.

If you don't hear from us within one month of the closing date, please assume your application has been unsuccessful. We may retain your details for future opportunities in line with our data protection policy. To request removal of your data, email data@hedleystudios.com.