

Job Description

極度乾燥(しなさい)
Superdry® Careers

Customer & Market Insight Manager - Cheltenham

Superdry is a genuine British success story that has grown to an annual turnover of £872m, with our brand already worth £1.6bn in total global consumer sales. We are a multichannel operator with well-developed and highly successful retail, ecommerce, wholesale and franchise businesses and customers in virtually every country in the world. We are well on our way to achieving our goal of becoming a global digital brand.

The Role

A fantastic new opportunity has arisen to join our CRM and Insight Team within our E commerce Department at Superdry Head Office. As part of a passionate and data driven team, this role will lead delivery of customer and market insight to aid decision making across the business in support of strategic business objectives.

You will

- Lead and manage the creation, planning and execution of all insight activities in the insight calendar
- Generate insights using a combination of external insight tools combined with internal data sources and our CRM customer database in order to identify opportunity and risk at a customer, market, sub-brand and category level
- Deliver insights using x9 box customer segment which helps translate consumer behavior and performance into opportunities for growth across segments and markets
- Work closely with the Brand Business Management team and Design to support category seasonal planning and ad hoc insight requests
- Work closely with brand Marketing to measure and track brand health against key competitors
- Own relationships and optimise use of key insight platforms for Market Insights; Kantar Worldpanel, Euromonitor, GlobalData
- Provide consumer, trend and market insights to key Marketing and Social Media stakeholders to support key campaigns and media planning maximizing ROI for marketing spend
- Produce and communicate customer insight in a visual and engaging way, using storytelling to effectively communicate insights with clear recommendations for action
- Carry out multi-channel competitor analysis through market and store visits as well as desk research
- Become the 'go to person' for all customer demographics, customer profiles and behavioural data across all markets
- Work on a wide-range of customer insight projects across our key portfolios to maintain the customer and market insight library for business partners to access and self-serve
- Support with CRM data activities and targeting during busy periods and absences

You are

- Someone who thrives on wanting to know why customers act and feel the way they do
- Comfortable in dealing with data, possess strong analytical skills and able to translate data and information into insight
- Someone with proven insight experience in a fashion/retail/agency/youth culture environment
- Someone with a sound understanding of qualitative and/or quantitative research and insight methodologies
- Experienced at using data and insight to create change for customer and business benefit



Job Description

極度乾燥(しなさい)
Superdry®Careers

- An excellent communicator, verbal and written and comfortable presenting
- Able to engage with stakeholders across the business displaying passion for insight and the customer, building strong relationships across key departments and the senior leadership team
- Able to work independently, prioritise workload and work under pressure with the ability to multi-task
- A creative individual with a passion for insight, fashion and trends
- Flexible, embrace change with an appetite for continuous professional development
- Able to quickly identify issues, focusing on solutions and generating alternatives
- Results driven with a real 'can do attitude'
- Someone with a strong project management and organizational skills with meticulous attention to detail
- Highly numerate with critical thinking and independent reasoning skills

Working for Superdry has never been so rewarding...

- Everyone receives a generous salary, pension contributions, life assurance
- 25 days holiday plus an extra day to celebrate your birthday
- Unrivalled range of Learning & Development programmes
- Eligibility to join our Share Save initiatives
- Amazing staff discount, 50% online and in store, plus an on-site staff shop and subsidised cafe
- A range of team and company-wide social events
- Discounted gym membership, cycle to work scheme, wellbeing services and much, much more