

SUPERDRY®

FUTURE · CRAFT · CULTURE

SENIOR CRM EXECUTIVE

WHO WE ARE

Superdry is a British, founder-led brand with a truly global presence. We've been proudly creating world-class product for two decades, offering genuine choice to our customers with our curated collections.

Our mission is to be the No. 1 premium sustainable style destination, delivering product that is authentic with unmatched quality and true integrity, much like our people.

We are on an ambitious journey to serve our diverse community through a premium brand that's focused on the future, prioritises sustainability, leads with craft, and celebrates culture. We need talented people to join us on the adventure, is this you?

THE ROLE

You will be a part of the CRM team assisting on the email, SMS, direct mail and push notification channels and taking ownership of the briefing process of our email newsletters. You will manage one CRM exec to assist in creating briefs for the design team, from product selection to imagery and copy, working closely with trading and brand teams. You will learn the importance of key email KPIs including click rates, conversion and demand.

This is a great opportunity to learn all about different CRM channels in a retail environment. You will build on existing skills and become knowledgeable about all aspects of the operational side of email marketing and other channels

YOU WILL

- Deliver customer communications through email, SMS, direct mail and push notifications
- Manage one CRM exec and brief them on email requirements, from product selection to imagery and copy
- Write creative content for email
- Upload and test all emails, UK and worldwide; proof reading, checking URLs, email formatting and sending for sign off
- Assist with email newsletter planning
- Work with our translation agency on all copy requirements
- Monitor deliverability and inbox placement and report on any inconsistencies
- Monitor competitor activities and share insights with the broader marketing and creative teams to inspire new opportunities.
- Deliver the full end to end email campaign process from briefing, sign off, set up, testing, scheduling and deployment.

SUPERDRY®

FUTURE · CRAFT · CULTURE

YOU ARE

- Experienced in CRM communications
- Passionate about digital marketing
- Comfortable using ESPs/CDPs to build and test email marketing campaigns. Previous experience with Bloomreach/Exponea is preferable
- Extremely organised with the ability to manage multiple campaigns simultaneously
- Proactive, collaborative and detail oriented with excellent communication and interpersonal skills
- Comfortable with numbers and turning data into actionable insights
- Comfortable working in a fast-paced environment
-

WORKING FOR SUPERDRY HAS NEVER BEEN SO REWARDING...

- 25 days annual leave, plus bank holidays, and an additional day off to celebrate your Birthday. We also offer a holiday buying scheme.
- Family is massively important to us, so we have a broad range of family-friendly working policies in place, including enhanced maternity, paternity, and adoption leave.
- Company Pension scheme.
- All employees are covered by our Life Assurance policy whilst working at Superdry. We feel it's important to offer protection for your family and loved ones in such a situation and to support this we offer life assurance cover which pays a lump sum equivalent either twice or four times your annual salary.
- A big staff discount – naturally. Because we know that you love to wear Superdry, you'll benefit from a 50% discount in store and online and our Head Office is home to our very own store for staff only where you can treat yourself to heavily discounted sample stock.
- A health cash plan is open to all employees.
- Private Medical cover - a taxable benefit, which managers are eligible to opt in to.
- Flexible working - to help you achieve that all-important work-life balance.
- A global employee assistance plan in place that you can access anytime you want - it's free and confidential.
- You'll also have access to a Cycle To Work Scheme and an excellent Car contract hire/purchase scheme along with a massive range of local discounts with businesses across Gloucestershire.

At Superdry, everyone has a voice and we want to hear it. We create environments where individuality can flourish and is celebrated as part of who we are as a brand. We're incredibly proud that over 90% of our people feel strongly that they can be themselves at work.

We want to meet people with varied backgrounds because we understand that diversity of thought encourages new ideas to thrive, fuelling creativity and enabling us to do better work. We want to build a team which represents a variety of backgrounds, styles, perspectives, and skills; we hire people based on their merit and potential.

We also welcome conversations about flexible working for all roles at Superdry and will always accommodate it where possible.