



SOCIAL MEDIA MANAGER - CHELTENHAM

WHO WE ARE

Superdry have been making world-class product for over 20 years, and we're proud of it. Our mission is to inspire and engage the contemporary style-obsessed consumer, whilst leaving a positive environmental legacy.

Together with our CEO, we have built a brand that has cut through the global apparel market at record speed, taking market share from brands that have existed for decades.

Our brand direction has never been stronger, evolving American Prep to resonate with a new generation of customers.

We are now on an exciting journey having reset our brand returning to our design-led roots and we are looking for talented people to join us.

THE ROLE:

Working within the Digital Marketing team, the Social Media Manager will own Superdry & Co's organic social media channels and all organic activity. Reporting to the Head of Digital Marketing and working closely with our in-house marketing teams, this role will shape and drive our organic social strategy across all major platforms.

We're looking for someone who understands social media with a focus on Gen Z and social-first strategies and can develop a content calendar that resonates with Superdry & Co's audience and react quickly to trends as they happen.

This is a great opportunity for an experienced Social Media Manager to grow Superdry's presence across established accounts while building new social opportunities, including the support of our influencer outreach program.

YOU WILL:

- Own and develop organic social media strategy across channels, working with the Head of Digital Marketing and Head of Creative Operations.
- Build and manage a social-first content calendar, working with the Digital Marketing team to plan UGC and branded content in line with the wider marketing plan.
- Manage organic social scheduling and boosting on a day-to-day basis.



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- Work with our external agencies and internal departments to deliver ad-hoc large-scale marketing campaigns and store activations.
- Travel to events to support with content creation.
- Work closely with the brand team and senior stakeholders for QC sign off on creative used on organic social and agree a streamlined approval process that allows reactive content to go live quickly.
- Secure usage rights from creators to post UGC on our organic channels as needed.
- Develop the upper-funnel social strategy for brand communications on Meta, TikTok and Pinterest across both organic and paid.
- Ensure that the campaigns are performing, adjusting them accordingly.
- Ensure that the analytics for the campaigns and channels are growing, developing our follower growth and engagement.
- Be responsible for weekly and monthly reporting within the team.
- Providing weekly updates to key stakeholders in the business regarding creative and copy approvals and working to streamline the process across teams.

YOU ARE:

- Someone with sufficient experience within social media marketing and influencer outreach
- Someone with a proven track record or demonstrating exceptional knowledge and understanding of the social media landscape
- Experienced in fashion retail within a social media team (agency or in-house)
- Able to confidently interpret business and marketing requirements to develop specific social briefs.
- Detail oriented, to ensure flawless execution of global and regional social activities.
- Someone that will remain at the helm of current trends including visuals, cultural moments and formats.
- Able to work cross-functionally – this role has key interfaces both internally and externally.
- Happy to travel to events and store openings across the UK.
- Experienced in building strong working relationships with key social platforms in prior roles.
- Skilled in executing an aesthetically pleasing and on-brand social media experience.
- Proactive in suggesting changes to improve performance, customer experience and growth.
- Confident in tracking KPIs and a can-do attitude towards taking action to improve performance.





Superdry & Co

AUTHENTIC PREMIUM OUTFITTERS

- Proficient user of social media management platforms, Sprinklr (or equivalent e.g. Hootsuite), Google Analytics, Meta/TikTok Ads Manager (preferred but not essential).



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