



FUTURE · CRAFT · CULTURE

PAID SOCIAL MARKETING MANAGER

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

Reporting into the Senior Performance Marketing Manager, the Paid Social Marketing Manager will manage paid social media activity across Meta and TikTok platforms and relevant channels in the UK and key EU Markets.

This role will also be pivotal in delivering a full-funnel approach to the Superdry paid social strategy, working with brand creative, campaign planning and ecommerce to deliver social first ads that hit KPIs.

YOU WILL

- Develop and implement a paid social marketing strategy with the support of the Senior Performance Marketing Manager to drive new customer acquisition.
- Work closely with our external agencies to optimise campaigns and track results.
- Be the digital specialist on all paid social media campaigns across Performance and Brand Marketing, offering channel recommendations to improve results with a full-funnel approach to Tease/Launch/Sustain campaign activity.
- Optimise campaigns on a regular basis using a data-driven approach, combining platform data and internal performance to improve results.
- Ensure proper tracking, analysis and reporting, covering management of always-on and brand campaign activity.
- Work with the broader Ecommerce and Marketing teams to ensure creative is aligned across all paid social activity and to ensure consistent brand messaging.
- Champion the Facebook, Instagram and TikTok channels within the organisation and work closely with the Marketing, Ecommerce and Creative teams sharing knowledge and insight when appropriate.
- Support international marketing activity with up-to-date and effective ad copy and creative.
- Create regular test and learn optimisations to improve BAU/always-on and Brand campaigns.
- Work with customer insights to apply audience segments and retargeting groups to further drive funnel

acquisition and retention.

- Work with Ecommerce stakeholders and Design teams to ensure all creative is aligned to overall brand proposition and landing page/website experience.
- Work with the Performance Marketing team to align activity using attribution reporting and as part of the cross-channel digital marketing mix.
- Provide recommendations for improvements and optimisation to continually drive performance and learnings.

YOU ARE

- Already experienced in paid social with 2+ years of experience in this area.
- Comfortable with using various reporting software such as Looker Studio or Google Analytics.
- Able to demonstrate an in-depth knowledge of social media advertising platforms, particularly Meta and TikTok, with a proven track record of successfully executed campaigns.
- Competent with reporting to digital marketing KPIs, with a comprehensive understanding of digital analysis and reporting.
- Comfortable with questioning existing processes and keen to share your ideas.
- At your best when working to tight deadlines and managing multiple projects at the same time.
- Happy to take ad-hoc requests from other areas of the business.
- A strong communicator at all levels of management, with excellent written and verbal skills.
- Confident in turning data into usable action.
- A proficient user of Excel and obsessed with detail.
- Self-motivated, working both alone and as part of a team.
- A self-starter who has motivation and initiative.
- Passionate about digital marketing.