

SUPERDRY®

FUTURE · CRAFT · CULTURE

CRM DEVELOPER

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

As a CRM Developer/Exec, you will be responsible for managing and optimizing automated processes within our CDP (Customer Data Platform). You will also be the in-house specialist to create, maintain and enhance our Email creatives in line with our CRM strategy, across both BAU and triggered.

Your primary focus will be to streamline and enhance customer interactions through the design, implementation, and maintenance of our newsletter and automated workflows, campaigns, and triggers.

You will work closely with cross-functional teams to ensure that our email channel continues to grow and drive revenue.

YOU WILL

- Build and managing complex, trigger-based, automated lifecycle journeys
- Research and test new functionalities in Bloomreach to optimize and increase automation along CRM processes.
- Stay up-to-date with CRM best practices and industry trends to continuously refine our lifecycle marketing actions.
- Develop multiple testing programmes to continually optimise the performance of campaigns.
- Monitor and report on the effectiveness of all CRM flows, deep-dive and provide valuable insights for decision-making.
- Intermediate to advanced proficiency in HTML and CSS, with a focus on responsive email coding.
- Prior experience in an in-house or agency design studio working on a range of design requests including HTML 5 assets.

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- Familiarity with tools such as Dreamweaver, Adobe Creative Suite and Figma with a great eye for design and experience working with a design framework.
- Experience with Taxi for email or equivalent email builders using liquid template language.
- Proficiency in testing email rendering across various email clients and platforms.

YOU ARE

- Commercially driven, with a good understanding of the customer lifecycle
- HTML and CSS Proficiency: Ability to create and modify HTML and CSS for email templates and other customer communications. Previous experience with Bloomreach/Exponea is preferable
- Jinja or Liquid Templating: Experience in using Jinja or similar templating languages for personalization and dynamic content.
- Strong analytical skills to interpret customer data, campaign performance metrics, and make data-driven decisions.
- Cross-functional collaboration

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.
- We want you to share in our success and so we have a choice of Share Save schemes you can opt into.
- 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.

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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.