



## B2B CONTENT COORDINATOR (FTC) - 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, 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.

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

### THE ROLE:

The B2B Content Coordinator will act as the UI Manager for Wholesale's online platforms including the B2B site, in showroom Sales App and communication platform 'Wholesale Hub'.

The Content Coordinator will play an active role in supporting central Head Office teams and global Sales teams with the imagery and information they require for Wholesale sell-in and sell-out.

As part of Wholesale Sales Operations, you will ensure the content writing and all visual elements of Wholesale's platforms are effectively merchandised, so *we look good and sell more*.

### YOU WILL:

- Ensure the B2B website is effectively merchandised, to support the selling of in season stock, promotions and pre order forward collections
- Act as the SME on Superdry's DAM (Digital Asset Management system) ensuring Wholesale users have the correct access and promoting self-servicing on the platform
- Have a solid understanding of the various systems which are integrated with and provide data to the B2B, such as Styleman and Ecom's PIM system
- Understand and utilise insights from Brand Creative and the Design team to deliver an impactful UI and UX experience on all platforms to grow brand confidence and maximises sales
- Manage the processes behind the B2B's media requirements, requests and timely deployment
- Be responsible for coordinating with the Photo Studio and Samples teams, to ensure all required samples are captured, shot, retouched and delivered as high res ecom shots



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- Issue a weekly report providing visibility of missing or incorrect product imagery and escalate issues accordingly
- Provide strategic input for future B2B improvements, from building digital shoppable lookbooks
- Assist Wholesale Customers and Sales teams with product information and media requests, including asset uploads to partner portals
- to identifying trading opportunities
- Manage the Sales Ops communication strategy, in addition to writing inspiring and accurate content for Sales Ops mailers
- Review analytics on Bloomreach (Communication platform), sharing relevant insights with Wholesale Managers to aid future sales
- Manage routine requests in the Wholesale Marketing mailbox, from asset provisioning, imagery crops and logo overlays
- The role requires regular contact with the Studio, Ecom Content, Brand Creative, Design, Sourcing, Marketing, Digital Technology and Global Sales teams

## YOU ARE:

- An Apple Mac user, competent with Photoshop and/ or InDesign
- Someone who has experience with content platforms such as DAMs, PIM or Customer Data platforms
- Creative and able to design and deliver visual assets
- Experienced in online Visual Merchandising, preferably from a Fashion background
- An innovator, constantly pushing boundaries and coming up with new ways of doing things
- Analytical, competent working with large volumes of data, using this to make informed decisions
- An excellent communicator with great organisational skills
- Self-motivated and capable of working independently on multiple projects
- Commercially astute with an understanding of Wholesale

## WORKING FOR SUPERDRY HAS NEVER BEEN SO REWARDING....

- 25 days' annual leave, plus bank holidays, we also offer a holiday buying scheme
- An additional day off to celebrate your Birthday
- 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



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- 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
- 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.
- Flexible working - to help you achieve that all-important work-life balance
- Access to onsite parking and as part of our sustainable development goals, we have a selection of electrical car parking points freely available to staff.
- A range of learning and development materials to help you in your career and grow with us
- We like to give back, so we allow our employees time off for volunteering work
- 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
- A 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.

Please also have a look at our career website. Here you can find information about the Growing Futures Programme, a scheme that supports applicants from ethnic minority backgrounds to apply for roles at our HO in Cheltenham.



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