



CREATOR MARKETING & TALENT 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:

We are looking for a Creator Marketing & Talent Manager to support our roster of exciting, digital-led talent on social media. Spanning both brand and performance marketing, the role delivers KPIs for our marketing channels and ecommerce function simultaneously, bringing influencer marketing and relationship management, affiliate links and creative sign-off together into one KPI-focused function. We are looking for someone with their finger on the pulse of the latest Gen-Z trends and a social-first approach to fashion marketing.

YOU WILL:

- Be accountable for Superdry & Co's influencer marketing roster, strategy and costs across all markets and channels, developing our influencer strategy across the UK and wider markets, including the EU.
- Champion the brand's image, ensuring gifted product is shown at its best in every piece of UGC we commission.
- Develop creative briefs with the brand and performance marketing teams, delivering both the right look and feel and each team's KPIs.
- Arrange delivery of gifted product to each creator, seeding at scale with nano-creators.
- Act as brand guardian for copy and content, ensuring it stays within brand guidelines and contracted deliverables.
- Be responsible for all booking, contracting and invoicing for activations.
- Work with existing influencers to expand relationships and increase opportunities.



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- Develop creator and influencer marketing plans to support key commercial trading periods.
- Work closely with the Social Media Manager and Paid Social Manager to suggest posts that can be sparked (boosted) or used as ads for TikTok Shop.
- Monitor and evaluate influencer activity, reporting key results (including impressions, gifted quantities and follower growth) and suggested improvements to the Head of Digital Marketing.
- Manage and maintain spend in line with the budget agreed with the Head of Digital Marketing and manage performance across third-party tools such as ShopMy and LTK.
- Attend events and store openings across the UK where needed.

YOU ARE:

- Experienced in influencer marketing or a social media role (1+ years).
- Experienced in account management and client services.
- Comfortable using reporting software such as Looker or Google Analytics.
- A strong negotiator who enjoys building rapport with our network of influencers.
- Able to demonstrate in-depth knowledge of social media advertising platforms, particularly Meta and TikTok, with a proven track record of successfully executed campaigns.
- At your best when working to tight deadlines and managing multiple projects at the same time.
- A strong communicator with excellent written and verbal skills.
- Highly detail-oriented.
- Experienced in budget management.
- Happy to take on ad-hoc requests from other areas of the business.
- A self-motivated self-starter who uses their initiative, working well both independently and as part of a team.
- Passionate about digital marketing and on top of the latest Gen-Z trends.

