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PRODUCER

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 Producer at Superdry, you will be a key member of the Brand Creative department, reporting into the Head of Creative Operations & Production. You will play an essential role in producing world-class brand content for digital platforms, e-commerce, B2B/wholesale, and events, understanding the nuances of creative across design, photography, film, and post-production. You will be responsible for ensuring that all assets and content are delivered end-to-end, aligned with the brand's creative vision and style guidelines, and on time and within budget.

This hybrid role combines creative project management with production oversight, requiring a deep understanding of the workflows and timelines involved in producing high-quality brand assets, from concept to final delivery, including editing, audio, animation, and grading. You will be expected to manage complex project plans, collaborate with internal and external teams, and ensure that all creative elements come together seamlessly.

YOU WILL

- Manage end-to-end planning for brand projects across design, photography, film production, and post-production for digital platforms, e-commerce, B2B, wholesale, and events, ensuring alignment with Superdry's creative vision and objectives.
- Create and manage complex project plans and production schedules, coordinating the full creative process from initial brief to final delivery. This includes ensuring that all elements—such as design, imagery, film, and post-production (editing, animation, audio, grading)—are managed effectively, within timelines, and across teams.
- Collaborate with internal teams (brand marketing, creatives, photographers, videographers, copywriters, retouchers, editors, animators, etc.) to ensure creative assets are delivered efficiently and meet brand and business goals across all platforms.

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- Understand the nuances of each creative discipline (design, film, post-production), ensuring you know the time and resources required for each phase of production. This includes coordinating the efforts of internal teams and freelancers to meet project deadlines.
- Liaise with Brand Production manager marketing and wholesale teams, ensuring content meets business objectives and is rolled out effectively across all channels, maintaining brand consistency.
- Work with the Brand Production manager, overseeing budgets to ensure cost efficiency, negotiating rates with external suppliers, freelancers, and talent agencies to maintain financial control while delivering high-quality creative output.
- Develop and maintain detailed production schedules, ensuring timely approvals and sign-offs throughout each project lifecycle and keeping all teams aligned on progress.
- Manage logistical coordination for shoots, including travel, accommodation, and studio setup, ensuring a smooth production process from start to finish.
- Stay up-to-date on trends and best practices in creative production, bringing fresh ideas to each project while ensuring that the final product aligns with Superdry's standards and goals.
- Attend weekly planning and status meetings with the Head of Creative Operations, ensuring all teams are aligned and all deliverables are on track.

YOU ARE

- An experienced project manager/producer with a background in fashion, lifestyle, or sportswear industry.
- Multi-skilled, with a strong understanding of the end-to-end creative process, including design, photography, film production, and post-production (editing, audio, animation, grading), and the ability to manage all aspects of creative content creation.
- Skilled at creating complex project plans that integrate various creative processes, with a focus on managing timelines and coordinating teams across different production stages.
- A strong communicator, capable of supporting cross-functional teams and aligning them on creative briefs, production timelines, and goals.
- Experienced in managing both B2B and B2C digital content, ensuring that creative outputs resonate with target audiences across multiple channels.
- A proficient negotiator, able to manage budgets effectively and secure the best talent, suppliers, and creative resources without compromising on quality.
- Highly organised and detail-oriented, with the ability to manage multiple complex projects simultaneously in a fast-paced environment.
- An industry-savvy problem solver, capable of adapting to change, overcoming challenges, and finding solutions that support the successful execution of creative projects.

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



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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.
- 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.

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.