# Paid Marketing Executive

## 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

## You will be working towards owning our global partnerships / affiliate marketing programme.

## Become the Performance marketing teams point of contact for creative; ensuring messaging and creative is aligned with wider marketing campaigns

## Support channels owners across paid search, products listing ads, organic search, display, social and affiliates.

## YOU WILL

## Be the day to day point of contact for all partners signed up to our affiliate programme

## Handle the negotiation of commercial deals with affiliates

## Work with existing affiliates to expand relationships and increase opportunities

## Identify new partners to grow the channel

## Generate global media plans that maximize the brands reach across key partners

## Develop localized strategies to maximize sales

## Proactively look for ways to drive growth through the channel

## Monitor and evaluate campaign activity with accurate and extensive reporting to the business

## Manage and maintain spend according to an agreed budget

## Work alongside internal teams to harmonize strategies and contribute to the broader online marketing programme

## YOU ARE

## Experienced in online marketing and/or Ecommerce

## Knowledgeable with digital marketing channels: paid search, affiliates, seo

## Ideally experienced with Google Analytics (knowledge an advantage)

## Comfortable with working to tight deadlines and managing different projects at the same time

## Excellent with both written and verbal communication skills; able to communicate with all levels of management

## An individual with high attention to detail

## Strong on Excel

## Ideally experienced in budget management (this would be an advantage)

## Self-motivated, the ability to work both alone or as part of a team

## A self-starter who has motivation and initiative

## 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.
* 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.

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.