



AFFILIATES & SOCIAL MEDIA 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:

Working within the Performance Marketing team, the Affiliates & Social Media Manager has a dual function: leading and managing the Affiliate channel (50%) and supporting the Paid Social channel (50%). You will work closely with the Head of Digital Marketing to define and execute the Affiliate strategy and be the primary point of contact for our network, Rakuten, while partnering with the Paid Social Manager to support the development of Paid Social campaigns.

YOU WILL:

- Manage and lead our global partnerships and affiliate marketing programme.
- Work closely with the Head of Digital Marketing to define the annual affiliate strategy, and with our affiliate network to execute seasonal and promotional activity.
- Lead the negotiation of commercial deals with individual affiliates and tenancy bookings with our affiliate network.
- Work with existing affiliates to expand relationships and increase opportunities, regularly reviewing partner performance with the network to ensure we are maximising our offering.
- Develop affiliate marketing plans to support key commercial trading periods.
- Lead the monitoring and evaluation of affiliate activity, providing accurate and extensive reporting to the business.



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- Manage and maintain spend in line with the budget agreed with the Head of Digital Marketing.
- Support the Paid Social Manager to deliver all paid social campaign activity, including correct tracking and reporting.
- Lead creative briefing through digital design for all promotions and seasonal activations.
- Lead creative for all brand campaigns, working closely with the brand creative team.
- Work with the wider Ecommerce and Brand Marketing teams to ensure creative is aligned across all paid social activity, with consistent brand messaging.
- Own channel copy and market translations for campaigns, briefing these to our media agency for implementation.

YOU ARE:

- Experienced in affiliate marketing (2+ years), with previous experience in paid social.
- Experienced in account management and client services.
- Comfortable using reporting software such as Looker or Google Analytics.
- 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.
- Confident turning data into usable action.
- 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.

