MERCHANDISING 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:

As Merchandising Manager at Superdry, you'll lead the merchandising team and own its commercial plan across retail, ecommerce and wholesale. You'll set the strategy for sales and stock, sign off Open-to-Buy and buys, and make sure the right product is in the right place at the right time. You'll work closely with Buying, Design, Planning, Ecommerce and Supply Chain. You'll also lead, coach and develop a team of Merchandisers, Junior Merchandisers and Assistant Merchandisers.

YOU WILL:

- Set the merchandising strategy for your division, delivering its sales, margin and stock targets
- Own the divisional WSSI, Open-to-Buy and seasonal budgets, signing off buys and intake plans
- Lead range planning with the Buying team, setting option counts, depth and price architecture
- Balance stock and investment across categories and across retail, ecommerce and wholesale
- Lead weekly divisional trade reviews and turn performance into clear actions
- Make key trading decisions on repeats, cancellations, re-phasing, markdown and promotions
- Make sure the critical path is delivered so buys are signed off and land on time

- Work with Branch Merchandising and Allocation to drive availability and full-price sell-through
- Present divisional performance, risks and opportunities to the Head of Merchandising and senior leaders
- Lead, coach and develop a team of Merchandisers, Junior Merchandisers and Assistant Merchandisers
- Build strong partnerships with Buying, Design, Finance, Supply Chain and Retail teams
- Improve merchandising processes, reporting and use of systems across the team

YOU ARE:

- An experienced Merchandising Manager or Senior Merchandiser ready for the next step, ideally in fashion or apparel retail
- Experienced in owning divisional or multi-category WSSI, Open-to-Buy and budgets
- Highly commercial, with a strong understanding of margin, sell-through, cover and markdown
- Experienced in multichannel retail across stores, ecommerce and wholesale
- A strong people leader with a track record of building, coaching and developing teams
- Strategic, able to set direction while staying close to the detail
- Highly numerate and analytical, able to turn data into clear decisions
- Confident in influencing and challenging Buying and senior stakeholders
- An excellent communicator and presenter at all levels, including senior leadership
- Organised and decisive, able to manage competing priorities against tight critical-path deadlines
- Advanced in Excel and experienced with merchandising systems
- Collaborative, resilient and focused on continuous improvement