



SENIOR PRODUCER (12 MONTH FTC MATERNITY COVER) - LOCATION

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 a Senior Producer at Superdry, you will be a key member of the Brand Creative department, reporting into the Head of Creative Operations. You will play a critical role in producing world-class brand content for digital platforms, e-commerce, B2B/wholesale, and events, taking ownership of the most complex projects and workstreams including AI asset generation projects and e-commerce shoot production and 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 including critical path management across AI workstreams and e-commerce shoot production collaborate with internal and external teams, and ensure that all creative elements come together seamlessly, acting as a senior point of escalation for production planning across the team



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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.
- Own critical path management for AI workstreams, ensuring AI-generated and AI-enhanced assets are planned, briefed, reviewed, and delivered in line with brand guidelines, timelines, and budget.
- Lead end-to-end critical path management for e-commerce shoot production, coordinating studio scheduling, samples, styling, and photography/videography resource to hit go-live dates.
- 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, retouchers, editors, animators, etc.) to ensure creative assets are delivered efficiently and meet brand and business goals across all platforms.
- 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 to track & oversee 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.
- Act as a senior point of contact, providing guidance and mentoring on complex projects and production best practice.
- 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:

- A highly experienced project manager/producer with a proven track record operating at a senior level within the fashion, lifestyle, or sportswear industry.
- Experienced in critical path management for AI workstreams, with a strong understanding of AI asset generation tools and how to plan, brief, and quality-control AI-generated and AI-enhanced content.
- Experienced in leading end-to-end e-commerce shoot production, including studio scheduling, sample management, and photography/videography delivery against tight go-live dates.
- 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.
- Comfortable leading and mentoring other Producers, sharing best practice across the team

