



BRANDS & LICENSING SOURCING MANAGER (12 MONTH FTC) – 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 Sourcing & Planning function as a Brands & Licensing Sourcing Manager, you will be a key stakeholder in bringing newly licensed brands into our portfolio, acting as the sourcing lead from initial onboarding through to first production. You will hold responsibility for procuring packaging and trim components across our global range, with licensing adding an extra layer of complexity given the detailed, brand-specific guidelines each new partner brings.

YOU WILL:

- **Brands & Licensing:**
 - Lead the onboarding of newly licensed brands, acting as the key point of contact within the Sourcing function from initial supplier and factory assessment through to first production
 - Assess whether we have the right supply base to support each new brand, including supplier capability, capacity and allocation across categories and regions
 - Take responsibility for cost price negotiations on licensed brand product, securing cost efficiencies through effective negotiation and by accurately analysing benchmark and open costings with existing and potential suppliers, to achieve target margin



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- Partner with Retail Merchandising and Demand Planning on delivery phasing and planning for licensed brands
- Set up and own the trading business critical path for each brand, engaging cross-functional teams to ensure alignment to key dates
- Work with Retail Merchandising on stock positioning, identifying the most suitable stores and locations to stock each brand's product
- Work closely with our Commercial Director, supporting the wider brand and licensing strategy as new deals are agreed
- **Packaging & Trims:**
 - Collaborate with design and suppliers on ways to reduce lead times, such as reviewing available fabrics & trims
 - Take ownership for ensuring cost efficiencies for trims have been secured through effective negotiation with suppliers, leveraging scale and accurately analysing benchmark costings with existing and potential suppliers
 - Share forecasts with label & packaging suppliers on a seasonal basis
 - Monitor label production throughout the season, ensuring lead times are adhered to and addressing any capacity concerns that could impact bulk production delivery timelines
 - Manage the label supplier rebate process, ensuring accurate invoices are raised and paid in a timely manner

YOU ARE:

- Educated to degree level or equivalent
- A highly experienced Sourcing Manager or Senior Manager with a strong background in the fashion industry, and extensive knowledge of product sourcing
- Equipped with advanced knowledge of product construction, the critical path, costing, manufacturing and calendar management
- Knowledgeable about trends in market conditions, pricing and future markets
- A strong negotiator with the ability to find pragmatic solutions that work for all parties, comfortable operating at an extremely high level of price negotiation
- Able to think through the details and contingencies of plans and make sound business decisions, comfortable operating with ambiguity given the developing nature of our licensing model
- A strong written and verbal communicator with the ability to influence and establish credible relationships with suppliers, brand and licensing partners, and senior stakeholders including our Commercial Director
- An excellent organiser, with project management and planning skills as well as the proven ability to prioritise multiple projects while maintaining attention to detail and accurate work in a fast paced and changing environment





Superdry & Co

AUTHENTIC PREMIUM OUTFITTERS

- Self-motivated with a positive attitude, able to work at pace to deliver to agreed timelines
- Equipped with good computer skills including proficiency in Microsoft Excel, PowerPoint & Word
- Experience of working with licensed brands or a multi-brand portfolio is advantageous, though not essential
- Based within easy commuting distance of Cheltenham, or willing to relocate



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