



CRM EXECUTIVE – 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 CRM Executive, you'll help shape how Superdry talks to its customers every day. Using Bloomreach as our core platform, you'll build and send the newsletters, campaigns and automated journeys that reach millions of customers across our markets. You'll also help grow our database, support planning and briefing, and contribute to the reporting that drives smarter decisions.

YOU WILL:

- Build, test and schedule email campaigns and newsletters across multiple markets and languages
- Set up and optimise automated journeys, from welcome and abandoned basket to post-purchase and win-back
- QA every send, checking rendering, links, personalisation and tracking before it goes live
- Support CRM calendar planning and write clear briefs
- Build and manage audience segments with the CRM & Insight team
- Support acquisition and data capture online and in-store initiatives
- Help convert new subscribers into first-time and repeat customers
- Report on database growth, list health and acquisition source performance
- Support weekly and monthly reporting on campaign, journey and revenue performance



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Superdry & Co

AUTHENTIC PREMIUM OUTFITTERS

- Run A/B tests and feed learnings into future campaigns
- Keep our database compliant with GDPR, consent and deliverability best practice
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YOU ARE:

- Experienced in CRM or email marketing, ideally in retail, fashion or ecommerce
- Hands-on with Bloomreach Engagement
- Confident building campaigns and automated journeys, including dynamic content with Jinja or similar
- A basic HTML user, able to edit and troubleshoot email builds
- Meticulous, with real pride in getting things right first time
- Organised and able to juggle multiple campaigns and deadlines
- Analytical and confident building reports, with an eye for the story behind the numbers
- Interested in growing a customer database through data capture and acquisition
- Up to speed on email best practice, GDPR and consent management
- A clear communicator who works well with design, ecommerce and trading teams
- Curious, and always looking for ways to test and improve
- Passionate about the Superdry brand



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