



Job Description

極度乾燥(しなさい)
Superdry®Careers

Social Media Assistant - London

The Role

Superdry is a genuine British success story that has grown to an annual turnover of £872m, with our brand already worth £1.6bn in total global consumer sales. We are a multichannel operator with well-developed and highly successful retail, ecommerce, wholesale and franchise businesses and customers in virtually every country in the world. We are well on our way to achieving our goal of becoming a global digital brand.

This is a great opportunity for a Social Media Assistant to proactively support the Global Social and Paid Influencer plan across Superdry's established social media channels (Instagram, Facebook and Twitter) while building and optimizing new social opportunities with content and influencers (Tik Tok, Pinterest, Snapchat and YouTube). Reporting into the Senior Social Media Manager, you will work closely with the Brand Marketing Team, Content team, Performance Marketing team, Press Office and Studio. This candidate must have an active interest in social media and influencers with some fashion experience required. A strong understanding and focus on brand image, customer and brand voice is crucial.

Social Media Assistant

You Will

- Support the Snr Social Media Manager and team in executing the day-to-day social media plan
- Be responsible for the scheduling and posting of social media content across platforms
- Be responsible for the tagging and tracking of content on social media
- Work closely with your manager on the global paid influencer programme
- Evaluate and report on social and influencer campaigns and activity
- Build and maintain paid influencer relationships across UK and in INTL markets
- Collate orders from store and the DC to send to influencers for social campaigns
- Manage payments of campaigns for social and influencer marketing
- Be responsible for tracking activity and saving images from campaigns
- Liaise with content, merchandisers, CRM and design teams to keep them updated of activity
- Spot commercial opportunities for social imagery to be used in advertising, website and CRM
- Support seasonal and monthly campaigns across social media
- Be responsible for social media reporting

You are

- Someone with a minimum 1 years experience within social media marketing
- Experienced in Fashion and Retail within a Social Media/Influencer team – agency or in-house
- Able to demonstrate a high attention to detail
- Experienced in administrative, multi-tasking and organisational skills
- Someone with a flexible and open approach to change
- Someone with a creative eye
- Passionate about fashion and social media
- Educated to degree level in Marketing or fashion PR



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Working for Superdry has never been so rewarding...

- Everyone receives a generous salary, pension contributions, life assurance
- 25 days holiday plus an extra day to celebrate your birthday
- Unrivalled range of Learning & Development programmes
- Eligibility to join our Share Save initiatives
- Amazing staff discount, 50% online and in store, plus an on-site staff shop and subsidised cafe
- A range of team and company-wide social events
- Discounted gym membership, cycle to work scheme, wellbeing services and much, much more