



# Job Description

極度乾燥(しなさい)  
**Superdry® Careers**

## PPC Executive – Cheltenham

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.

### The Role

Working within the Digital Marketing team, the PPC Executive will be responsible for managing, analysing and optimising our Paid Search activity across Google and Bing. Alongside an in-house PPC team with support from an extensive Google account management team, you will be responsible for hitting revenue, traffic and wider reach KPIs to support eCommerce and Marketing objectives.

### You will

- Manage global activity across channels including brand and non-brand Paid Search, Shopping and Display
- Support eCommerce and international Marketing activity with up-to-date and effective ad copy
- Collaborate with the Digital Design team to create engaging creative assets for Display activity
- Continuously improve and optimize accounts, using data and testing to inform decisions
- Work internally and with external parties to highlight opportunities to grow the channel(s)
- Maintain the health of our product data feeds used within the Digital Marketing team and the wider business
- Stay up to date with the latest industry trends and developments
- Consider and develop localized strategies to maximize sales
- Monitor and evaluate campaign activity with accurate and extensive reporting to the business
- Manage and maintain spend according to an agreed budget
- Work alongside internal teams to harmonize strategies and contribute to the broader online marketing programme
- Work with IT to fix tracking issues

### You are

- Already experienced in PPC advertising
- Ideally knowledgeable in Google Analytics
- At your best when working to tight deadlines and managing multiple projects at the same time
- Happy to take ad hoc requests from other areas of the business
- A strong communicator at all levels of management, with excellent written and verbal skills
- Obsessed with detail
- Comfortable with questioning existing processes and keen to share your ideas in how to improve them
- Experienced in Google Ads Editor, whilst not essential it would be advantageous
- Experienced using campaign management tools such as Search Ads 360 or Marin (preferable)
- A proficient user of Excel
- Self-motivated, working both alone or as part of a team
- A self-starter who has motivation and initiative
- Passionate about Superdry



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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