



Job Description

極度乾燥(しなさい)
Superdry®Careers

International Social Media Manager - 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

This is a great opportunity for an experienced International Social Media Manager to develop, grow and engage Superdry's presence across our Internationally Owned, Wholesale and Franchise Partners' social media channels.

You will report into the Senior Social Media Manager and work closely with our in-house marketing teams to align both streams of the social strategy – ensuring consistency and shared learnings. We're looking for a highly driven, passionate, energetic individual that can come in with a wealth of experience and play a key role in changing the brand's perception via social media.

You will

- Support the Senior Social Media Manager in executing the international social media strategy plan
- Plan and optimise the global social content calendar, working closely with local markets
- Will communicate content and messaging updates with counterparts in external markets
- Manage the marketing spend for Superdry EMEA & APAC locations
- Manage all social marketing tasks across EMEA & APAC locations
- Coordinate with the International Marketing Managers across the globe for social media needs
- Oversee our Wholesale partner's social media accounts ensuring content accuracy, relevance and engagement
- Understand how to drive social sales and awareness leads through a variety of local market tactics
- Ensure that all social content and messaging is tailored to market yet remains consistent
- Conduct international research to better understand the needs of social media in global regions
- Collect, analyse, assess, and report market social media behaviors and trends
- Brief international requirements for campaigns and projects incorporating learnings and best practise
- Work closely with relevant global and local teams to ensure localized campaign efficiencies
- Manage the day-to-day activity of the international social media coordinator and assistant
- You will be responsible for the collation of international social reports and tracking from all markets/partners

You are

- Experienced in social media marketing, minimum of 4 years
- Experienced in fashion/retail within an international marketing team (agency or in-house)
- Someone who has previously line managed a team or team member
- Able to understand which platforms work best in key markets, planning content accordingly
- Able to confidently interpret global business and marketing requirements to develop localized briefs
- Detail oriented, to ensure flawless execution of global and localised social activities
- Someone that will remain at the helm of current trends including visual and hashtag trends, algorithm and platform changes
- Able to work cross functionally – this role has key interfaces both internally and externally
- Experienced in building strong international relationships with key social platforms and Wholesalers
- Skilled in executing an aesthetically pleasing and on-brand social media experience in multiples regions
- Pro-active in suggesting changes to improve performance, customer experience and growth in markets



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- Confident in tracking budget spend

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- 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