



Job Description

極度乾燥(しなさい)
Superdry®Careers

Customer & Market Insight Executive – Cheltenham

The Role

The Superdry brand is a genuine British success story that has grown to a turnover of £750m, £87m profit and a strategic plan in place that will make us a £1bn company by 2020. We are a multichannel operator with 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 truly global digital brand.

A fantastic opportunity has arisen to join our CRM and Insight Team within our Ecommerce Department at Superdry Head Office.

You will be responsible for helping to deliver insightful and engaging customer, consumer and market insights that support overall strategic business objectives. Your primary focuses will be to provide the Brand Business Management and Marketing team with customer, market and competitor insights. You will also be expected to manage standalone projects to support your key internal stakeholders.

You will

- Support the CRM & Insight Manager in the creation, planning and execution of all planned and ad-hoc insight activities
- Work collaboratively to shape and enhance insight activity that fulfills the business and brand objectives
- Work closely with the BBM team to support category planning and ad hoc insight requests
- Work closely with key Marketing and Social Media stakeholders to support key campaigns and activity with insight
- Utilise market and fashion trend data to build summary reports and engaging insights
- Carry out multi-channel competitor analysis through market and store visits as well as desk research
- Become the 'go to person' for all customer demographics, customer profiles and behavioral data across all markets
- Bring data to life with visually engaging summaries and reports
- Own relationships and optimize use of key insight platforms for Market Insights such as;
 - Kantar Worldpanel
 - Euromonitor
 - GlobalData
- Maintain the customer and market insight library for business partners to access and self-serve
- Champion Customer Segmentation ensuring it underpins activity across the business
- Conduct new-season comp shops to capture our competitors new season products, promotions, market trends and store innovations
- Own and manage projects in support of key CRM KPI's; retention, conversion, email engagement etc. 1st to 2nd purchase



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You are

- Someone who thrives on wanting to know why customers act and feel the way they do
- Comfortable in dealing with data, possess strong analytical skills and are able to translate data and information into insight
- Someone with proven insight experience, ideally in a fashion/retail/agency/youth culture environment
- Flexible, proactive and must enjoy working in a fast-paced and changing environment
- An excellent communicator, verbal and written, comfortable presenting to small groups and key stakeholders
- Able to work independently, prioritise workload and work under pressure with the ability to multi-task
- A creative individual with a passion for insight, fashion, marketing and trends
- Able to generate new ideas and are results driven with a real 'can do attitude'
- Flexible, embrace change with an appetite for continuous professional development
- Able to quickly identify issues, focusing on solutions and generating alternatives
- Someone with strong project management and organisational skills with meticulous attention to detail
- Competent across all Microsoft Office Applications
- Highly numerate with critical thinking and independent reasoning skills

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