



Job Description

極度乾燥(しなさい)
Superdry®Careers

Social Media Manager – Regent Street, London

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 established social media channels (Instagram, Facebook and Twitter) while building and optimising new social opportunities (Tik Tok, Pinterest, Snapchat and YouTube.)

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 social media strategy plan across channels
- Be the day-to-day team leader of the Organic Social Media Team
- Manage social activity and paid campaigns for Superdry in UK, US, DE and FR
- Oversee the execution of all social media platforms, with a key focus on Instagram
- Manage the social agency for paid and boosted activity on a day-to-day basis
- Deliver optimisation, build and engage communities and use social listening
- Understand the latest technologies impacting key global social platforms
- Deliver results with a drive for testing and learning
- Work closely with marketing team to plan social content in line with the wider marketing and content plan
- Work with the performance marketing team to maximise paid social activity and social in CRM
- Work with PR team to align product priorities on social via influencer and VIP
- Work with copywriter to ensure that all social media channels have an appropriate voice
- Ensure that the campaigns are performing, adjusting them accordingly
- Ensure that the analytics for the campaigns and channels are growing
- Be responsible for managing weekly and monthly reporting within the team

You are

- Someone with sufficient experience within social media marketing
- Experienced in managing a team
- Someone with a proven track record of demonstrating exceptional knowledge and understanding of the Social Media landscape – both organic and paid
- Experienced in fashion/retail within an social media team (agency or in-house)
- Able to confidently interpret business and marketing requirements to develop specific social briefs
- Detail oriented, to ensure flawless execution of global and regional 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 working relationships with key social platforms in prior roles
- Skilled in executing an aesthetically pleasing and on-brand social media experience
- Pro-active in suggesting changes to improve performance, customer experience and growth
- Confident in tracking budget spend



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- Proficient user of social listening, Google Analytics (or equivalent) and Ads manager

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