



# Job Description

極度乾燥(しなさい)  
**Superdry®Careers**

## Brand Executive – 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

We are looking for a Brand Executive to work across our Men's, Women's and Sports ranges. This newly created position reporting into the Senior Brand Manager and will be responsible for supporting the building of the global brand, trade marketing strategy and roll out of marketing campaigns for your category.

This role will be a crucial support to both the Senior Global Brand Manager and the Sport and Snow Brand Manager to implement processes and drive the brand strategies for each category across the business. This is a really exciting time for an experienced and driven Brand Executive to join us, as we continue to rapidly grow the Superdry brand.

## You will

- Support the Senior Brand Manager and wider team in developing the seasonal marketing strategy for the brand
- Work closely with the wider marketing team, using consumer and market insight to influence the category strategy and inform direction of our seasonal marketing campaigns
- Build fantastic relationships with the wider head office teams, particularly our product and consumer teams to understand their seasonal direction, enabling the team to deliver campaigns that put product at the centre of everything we do
- Support the Senior Brand Manager and wider team in working with our channel teams to develop integrated global campaigns that are optimised to perform for Wholesale, Retail and Ecommerce
- Work closely with the international marketing team and regional teams based in markets to ensure local requirements are built into the seasonal strategy
- Oversee the development of global marketing seasonal toolkits that enable campaigns to be delivered consistently across the world and in all channels to market
- Work with the Senior Brand Manager and wider team to collate and deliver monthly reports that demonstrate the effectiveness of all marketing activities globally
- Support across market functions to ensure processes are aligned and always kept updated – e.g. budgets/weekly meetings
- Work closely with the Press Officer and PR Assistant with a knowledge of the PR and Influencer world in order to support across ad hoc projects and events in order to be able to support on any ad hoc projects when needed
- Travel one to two times per month (or as needed) to Cheltenham head office to liaise with wider teams in order to build relationships and understand product and consumers

## You are

- A passionate, energetic and creative marketing professional
- Used to using your initiative, working autonomously, being proactive and rolling your sleeves up to get stuck in
- Someone with agency or in-house marketing experience (ideally both), with a strong background working for global consumer brands
- Adept at working in an entrepreneurial, dynamic and extremely fast-paced environment
- A confident communicator, able to inspire those around you
- An excellent relationship builder at all levels



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- Someone with your finger on the pulse – you know what's cool and are obsessed with the worlds of fashion, culture and music

## 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
- A range of team and company-wide social events
- Discounted gym membership, cycle to work scheme, wellbeing services and much, much more