



Job Description

極度乾燥(しなさい)
Superdry®Careers

Affiliate Marketing Executive – Cheltenham

The Role

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.

Working within the Performance Marketing team, the Affiliate Marketing Executive will be responsible for managing, developing and growing our Global network of affiliate partners. With support from an industry leading account management team you will be responsible for hitting revenue, traffic and wider reach KPIs to support eCommerce and Marketing objectives.

Partners signed up to our programme include; influencers, publishers and aggregators

You will

- Be the day to day point of contact for all partners signed up to our affiliate programme
- Handle the negotiation of commercial deals with affiliates
- Ensure that partners are using the latest creatives / aware of marketing campaigns / promotional campaigns to maximize sales
- Work with existing affiliates to expand relationships and increase opportunities
- Identify new partners to grow the channel
- Generate global media plans that maximize the brands reach across key partners
- Develop localized strategies to maximize sales
- Proactively look for ways to drive growth through the channel
- 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
- Arrange regular f2f strategy days with both our account management team and partners

You are

- Previous experience in online marketing and/or Ecommerce
- Experience within affiliate marketing desirable but not essential
- Google Analytics knowledge an advantage
- Enjoy working to tight deadlines and managing different projects at the same time
- Excellent written and verbal communication skills; able to communicate with all levels of management
- High attention to detail
- Strong on Excel
- Experience of budget management an advantage
- Self-motivated, the ability to work both alone or as part of a team
- A self-starter who has motivation and initiative



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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