



Job Description

極度乾燥(しなさい)
Superdry®Careers

Paid Social Executive – Cheltenham

Who we are...

Superdry have been making world class product for 15 years, and we're proud of it. Our mission is to inspire and engage the contemporary style obsessed consumer, whilst leaving a positive environmental legacy.

Together, we have built a brand that has cut through the global apparel market at record speed, taking market share from brands that have existed for decades. But we have a big opportunity ahead of us as we launch 4 new collections.

We are now on an exciting journey to reset our brand and return to our design-led roots and we are looking for talented people to join us on our journey.

The Role

As a Paid Social Executive your key responsibilities will involve managing, scaling and optimizing our full funnel Paid Social performance campaigns across multiple social platforms and regions. You will work closely with the team to leverage data and insight to maximize campaign performance, whilst ensuring continuous testing is taking place.

You will

- Plan and execute Paid Social Campaigns across Facebook/ Instagram, Pinterest and Twitter
- Analyze and optimize campaign performance to ensure KPI targets are met
- Report on all major metrics and provide actionable insights to improve campaign performance
- Allocate budgets between platforms, campaigns and markets in the most cost-effective way, whilst ensuring campaign spending is kept on track
- Contribute to our Paid Social testing roadmap by identifying new opportunities and hypotheses to test
- Perform regular quality checks on activity to ensure best practices are in place
- Stay up to date with platform and industry trends and share new developments/ opportunities
- Collaborate with the Digital Design teams to develop our creative approach
- Work together with our Organic Social, PPC, Email and Display teams to ensure all marketing campaigns are aligned
- Build relationships with key platforms and help troubleshoot ad-related issues should they arise

You are

- Experienced running campaigns across Facebook, Instagram, Pinterest and Twitter
- Up to date with the latest targeting, bidding, creative formats and placements across the key platforms
- Ideally experienced in using an FMP such as Smartly/ Sprinklr, though this is not an essential skill
- Highly analytical and numerate: data is at the heart of everything we do
- Experienced in using Google Analytics and proficient in Excel
- A strong communicator, with excellent written and verbal skills
- Detail oriented and an out the box thinker
- A self-starter who comfortable questioning existing processes and is keen to share their own ideas



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- Able to craft copy that resonates with distinct demographics and audiences

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

At Superdry, everyone has a voice and we want to hear it. We create environments where individuality can flourish and is celebrated as part of who we are as a brand. We're incredibly proud that over 90% of our people feel strongly that they can be themselves when they are at work. We obviously feel their voices speak volumes.

We want to meet people with varied backgrounds because we understand that diversity of thought encourages new ideas to thrive, fuelling creativity and enabling us to do better work. We want to build a team which represents a variety of backgrounds, styles, perspectives and skills; we hire people based on their merit and potential.

We also welcome conversations about flexible working for all roles at Superdry and will always accommodate it where possible.