

GET READY FOR EVERYTHING.

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SENIOR CHANNEL MARKETING MANAGER - 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

This role will establish the channel marketing strategies across the physical consumer channel, subsidiaries, own and 3rd party retail, wholesale and franchise partners internationally, providing the objectives and direction to amplify and elevate the Superdry brand; executed as four consumer style choices through the provision of efficient and effective channel marketing programs

You will work with the Brand Marketing team and channel leaders to develop, implement and deliver the Channel Marketing strategies to support the wider brand & business goals, creating sustainable long term profitable growth and brand health.

Working alongside the Brand Marketing team, and partnering the channel and territory leaders, as champion of the brand, you will have a deep understanding of Superdry, the style choices, our truth, heritage, market positioning, competitors, customer mind-sets, trade channels and will provide insight, influence and leadership that will move the business from transactional consumer interactions to higher value longer term emotional connections.

YOU WILL

- Drive a consumer reappraisal of the brand to deliver engagement with the notion of style as a choice, creating an emotional bond that builds a valuable community of brand advocates
- Develop and implement the retail channel marketing strategy based on the brand and business objectives, across collection, consumers, channels and territories

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- Own the execution of the seasonal strategy for the brand in the channel, segmented by style choice, content and narrative, creating and providing the seasonal toolkits that facilitate replication of brand stories through the tiers of distribution.
- Manage on time and to budget execution of all consumer facing campaigns, media, assets and other related items, ensuring delivery of voice, message and stylistic content that are brand enhancing and consistent with the creative direction.
- Collaborate with channel owners in territory, retail, and wholesale, franchise partners to devise and facilitate marketing plan execution, aligning seasonal marketing calendars and garnering support for brand building activity within the channel.
- Input into retail environment communication to ensure adherence to brand strategy, tone of voice, visual standards and delivery of concepts/campaigns that elevate the Superdry brand, engage desired consumers and deliver on business objectives.
- Deliver channel and market insights to the business to create competitive advantage, identify consumer trends, actionable consumer initiatives and engagement
- Work collaboratively with the Creative Centre and Brand Marketing team to formulate the business critical path and drive delivery against these timelines for your channel.
- Manage and report upon the channel support elements of the marketing budget, linking spend to brand and business objectives
- Influence International partner output supporting and collaborating with the markets, driving campaign and calendar alignment, monitoring quality of all activity being the key point of liaison, guidance and marketing for global partners.
- Ensure that our wholesale and franchise partners fulfil contractual marketing spend and activity requirements whilst collaborating and coaching towards alignment with a singular global position
- Manage relationships with our Product Licensees on a seasonal basis, facilitating positioning and communication in line with master brand position, ensuring contractual obligations are understood and met on both sides
- Inspire, manage and develop the team (3) providing clear direction and regular feedback to direct reports, building a collaborative, valued, high functioning team that is an integral part of the business teams in the channel
- Start and finish everything with the consumer.

YOU ARE

- A passionate, energetic, marketing and brand professional with fantastic team leadership capability and international experience
- Experienced in managing the marketing efforts of fashion/sports brands internationally and through moments of change
- Knowledgeable of wholesale & retail operations across an international brand and experienced in delivering brand activation into key accounts and internationally
- Able to demonstrate an understanding of the key drivers for business and brand in the consumer channels associated with the role
- Experienced in executing brand messaging across an international multichannel business and successfully managing customer relationships in marketing.
- Experienced in businesses/brands of scale, but also those considered startup, independent or disruptive

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- Comfortable with driving fast change against a back drop of legacy habits
- Adaptable, agile and able to switch between strategy and tactics
- A confident communicator recognised and respected as an expert and source of best practice in your field, earned through previous experience and success.
- A team player who thrives in a collaborative matrix environment, confident in championing brand objectives to you colleagues and stakeholders who may have differing KPIs
- Able to balance pragmatically between long term brand health and short term tactical needs
- A natural relationship builder that seeks out the connections to be able to deliver
- Flexible to travel as necessary

WORKING FOR SUPERDRY HAS NEVER BEEN SO REWARDING...

- 25 days annual leave, plus bank holidays, we also offer a holiday buying scheme
- An additional day off to celebrate your Birthday
- Family is massively important to us, so we have a broad range of family-friendly working policies in place, including enhanced maternity, paternity, and adoption leave
- Company Pension scheme
- All employees are covered by our Life Assurance policy whilst working at Superdry. We feel it's important to offer protection for your family and loved ones in such a situation and to support this we offer life assurance cover which pays a lump sum equivalent either twice or four times your annual salary
- A big staff discount – naturally. Because we know that you love to wear Superdry, you'll benefit from a 50% discount in store and online
- Our Head Office is home to our very own store for staff only where you can treat yourself to heavily discounted sample stock
- A health cash plan is open to all employees.
- Flexible working - to help you achieve that all-important work-life balance
- Access to onsite parking and as part of our sustainable development goals, we have a selection of electrical car parking points freely available to staff.
- A range of learning and development materials to help you in your career and grow with us
- We like to give back, so we allow our employees time off for volunteering work
- A global employee assistance plan in place that you can access anytime you want - it's free and confidential
- You'll also have access to a Cycle To Work Scheme and an excellent Car contract hire/purchase scheme
- A range of local discounts with businesses across Gloucestershire

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 at work.

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.

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

Please also have a look at our [career website](#). Here you can find information about the Growing Futures Programme, a scheme that supports applicants from ethnic minority backgrounds to apply for roles at our HO in Cheltenham.