



Job Description

極度乾燥(しなさい)
Superdry®Careers

Head of Performance Marketing - 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

The purpose of this role is to implement effective marketing campaign execution in all of the digital channels across search, social and display advertising as well as exploring other opportunities in online/offline channels. This role has a global reach working across all of our owned and third party sites within the UK, Europe and the US. It's a really exciting opportunity to grow the existing capabilities within the team, and to shape the future digital marketing strategy working along side the CMO and the Ecommerce, Channel Marketing and Digital Technology stakeholders to expand, enhance and understand our customers and shape the customer experience.

You will

- Work with the CMO to define the digital marketing roadmap and strategy aligned to the growth of the digital consumer experience, acquisition of new consumers and retention of existing customers through ROI based consumer approaches and data driven strategies.
- Define the strategy for affiliates and partnerships to drive traffic and revenue.
- Ensure the optimum performance marketing channel mix that will include digital media, offline channels, analytics and CRM.
- Use in-depth knowledge of the Google Ecosystem, social media channels, affiliate networks and SEO with proven track record of successfully executed campaigns. In-depth knowledge of digital data analytics and programmatic platforms
- Utilise external agencies to meet strategic priorities within budgetary constraints
- Building strong relationships across the business and at C-suite level. Key partnerships with Channel Marketing (PR, Social, Influencers) and Ecommerce Trading and Digital Technology are critical to success.
- Support the team to move towards agile squads in cross functional teams to deliver consumer goals on 'attract', 'retain' and 'convert' consumers
- Build and lead an exceptional in-house team of commercially focused performance marketing and CRM specialists.
- Drive the collection and understanding of customer engagement data to identify conversion optimisation opportunities.
- Define and measure growth metrics, dashboards, and be responsible for communicating key actionable insights to the business.



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- Work with the Data function to build a single customer view (SCV) and predictive customer view (PCV) managing the departments tracking, analysis and testing of consumer channels. You'll work to develop new and creative marketing tools to gain a deep understanding of our consumers as individuals.

You are

- Significantly experienced in driving outstanding, revenue positive campaigns with specific experiences across paid and organic search, display and social advertising
- Significantly experienced of successfully executing performance marketing campaigns of scale
- Proven leader preferably within a fashion brand or iconic brand background. Track record of delivering revenues and best practice
- Experienced in managing offline/online marketing programmes
- Experienced in data driven methodology
- A great communicator with the ability to work cross functionally and at C-Suite level
- A Consumer driven problem solver
- Clear leadership skills with the ability to inspire and motivate others

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.