



Job Description

極度乾燥(しなさい)
Superdry®Careers

SEO Manager – 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.

The SEO Manager will be responsible implementing and managing a well-rounded SEO strategy that aligns with the overall Ecommerce vision. Working cross-functionally across the group, you will combine on-page, technical, content and outreach and be the lead in the day to day management of our agencies. Coming from a background in a search you will be accustomed to working in an autonomous environment and comfortable operating at all levels. You will deliver regular SEO performance updates to the business and keep online presence optimal.

You will

- Own the Global SEO strategy that combines on-page, off-page and technical SEO
- Support the SEO Executive deliver our International SEO Strategy
- Ensure on-page content is optimized and seasonally relevant
- Work closely with internal teams ensuring we are utilizing search insights
- Lead the delivery of our technical SEO roadmap (including proactive monitoring) to ensure we have a stable SEO environment
- Participate in team meetings to support key organisational initiatives via SEO
- Be comfortable managing multiple external agencies
- Be a confident communicator and an ambassador for SEO; educating key stakeholders of the importance of SEO
- Analyse competitor and keyword rankings/trends with regular reporting and insight
- Report regularly to the business on SEO performance and KPIs
- Understand the importance of on-site UX; making recommendations on potential improvements
- Be up to date with the latest SEO trends, tools, and best practices with a passion for learning
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies

You are

- Someone who has at least 2 years of SEO experience – ideally within an e-commerce / retail environment
- Someone with a proven track record of successfully implementing SEO tactics; increasing traffic and revenue
- Experienced in executing keyword research, competitor analysis, on-page optimization (metadata, content, navigation, etc.) reporting and knowledgeable to technical SEO components (site architecture, URL structure, XML sitemaps, canonical tags etc)
- Familiar working with tools such as Google Analytics, Search Console, Majestic etc
- Ideally a previous people manager
- Have a passion for personal development
- Experienced working with internal and external stakeholders (i.e. agency)
- An exceptional communicator with the ability to communicate effectively with all levels within the business
- Proactive by nature, always looking for opportunities to maximize results
- Able to work independently; self-motivated & willing to take an idea and run with it
- Able to work on a global scale
- Someone with a commercial mindset and ROI focused



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Working for Superdry has never been so rewarding...

- Everyone receives a generous salary, pension contributions, life assurance and 25 days holiday
- 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