

GET READY FOR EVERYTHING.

SUPERDRY
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BRAND 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

We are looking for an inspiring Brand Manager who is in the know on the latest trends and developments in the fashion world. The role requires someone who is able to have a brand conversation within youth culture.

This position reports to the Senior Brand Manager and is responsible for working with key stakeholders to define and create the Brand Plan. This is a really exciting time for an experienced and driven Brand Manager to join us, as we continue to rapidly grow the Superdry brand.

YOU WILL

- Use industry trends and cultural movements to help inform & develop the Brand Strategy
- Create a seasonal brand strategy that builds aspiration and credibility
- Work in partnership with our Collection Strategy, Design, Channel Marketing and Merchandise Teams to create integrated concepts that put product and consumers at the centre of everything we do
- Develop brand toolkits that enable Channel Marketing to deliver campaigns consistently across the world and in all channels to market
- Ensure effective communication of the seasonal concept strategy to our wholesale customers for an effective 'sell in' of the season
- Ensure the brand maintains its purpose and values, whilst recognising commercial business objectives
- Manage internal and external agencies such as; copy writers and creatives for your brand
- Manage the brand concept creative budget and maximise the ROI of all brand activities
- Continually look to develop and improve processes to drive efficiencies in our ways of working
- Deliver and own post campaign reports

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YOU ARE

- A passionate, energetic and creative brand professional with fantastic leadership capability and experience
- An experienced brand builder within a fashion brand is a must
- Someone with agency or in-house brand experience (ideally both!), with a strong background working for global consumer brands
- Knowledgeable in delivering brand campaigns into key partners
- Experienced in writing seasonal brand plans that work globally and take market considerations into account
- Adept at working in an entrepreneurial, dynamic and extremely fast-paced environment
- A confident communicator, able to inspire those around you
- An excellent relationship builder at all levels
- Flexible to travel internationally as required

WORKING FOR SUPERDRY HAS NEVER BEEN SO REWARDING...

- 25 days annual leave, plus bank holidays, and an additional day off to celebrate your Birthday. We also offer a holiday buying scheme.
- 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 and 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.
- Private Medical cover - a taxable benefit, which managers are eligible to opt in to
- Flexible working - to help you achieve that all-important work-life balance
- We want you to share in our success and so we have a choice of Share Save schemes you can opt into
- 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 along with a massive 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.

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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.

To support our Diversity & Inclusion agenda, we have introduced blind applications, which are a simple and straightforward practice during the first step of the hiring process. This means that some personal information, for example, name, gender and education history will be removed at application stage to prevent bias.

As we won't be able to look at your CV, please make sure your profile is as detailed as 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.