

GET READY FOR EVERYTHING.

SUPERDRY
®
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LEAD COPYWRITER- CHELTENHAM

WHO WE ARE

Superdry have been making world class product for 15 years, and we are 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. We have a big opportunity ahead of us as we continue to embed our brand tone of voice suitable for our target audience.

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

THE ROLE

This role will lead the Copy strategies that influences our consumers, ensuring the quality and craft across all our channels. Reporting to the Brand Design Manager, you will work closely with the Brand Design, Product Creation and Marketing teams.

The role requires a deep understanding of contemporary style culture across style media: from editorial online and in print, through to social media and retail communications.

YOU WILL

- Champion the Superdry brand tone of voice across our collections and campaigns, tailored to our target consumers
- Proofread, edit, and write engaging copy
- Lead on creative concepts for campaigns
- Create copy guidelines and tone of voice for Seasonal campaigns and projects
- Collaborate with teams around the business to ensure there is a consistent brand tone of voice
- Collaborate with the Marketing teams to plan and deliver a seasonal copy strategy that supports the shape of the season, whilst appealing to our target consumers
- Bring key trading messages to life in conjunction with the Brand Design and Marketing teams
- Act as Editor and guardian of the brands' tone voice across all channels to market
- Take work from concept to final execution within deadlines
- Ensure all creative copy is well written, logically structured, and grammatically accurate and, where appropriate, is supportive of SEO objectives and delivers against the relevant metrics
- Challenge business as usual, seek out innovation, disrupt so we stand out and are 'talked' about,

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renowned and admired for our consumer conversations

YOU ARE

- An experienced copywriter working in a similar role in a related industry
- A competent communicator with excellent relationship management and influencing skills
- A stickler for attention to detail
- Able to work across multiple projects
- Accustomed to working in a fast-paced environment, agile, adaptable, and resilient to change
- Able to lead, manage and mentor a small team
- A collaborator who thrives in a collaborative and matrixed environment
- Aware and engaged with social and cultural trends that will help to inform how we communicate with our target audiences
- A highly organised, deadline focused finisher, with a keen sense of accountability
- Experienced in businesses and brands of scale

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 is 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 will 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 is free and confidential
- You will 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 are 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.

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.