



# Job Description

極度乾燥(しなさい)  
**Superdry®Careers**

## Global Content Editor – Cheltenham

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 Role

This is a unique opportunity for an experienced Global Content Editor to join our Head Office team in Cheltenham. Reporting to the Creative Director you will lead the creation of content marketing strategies and plans. The role requires a deep understanding of contemporary culture from magazine editorial in print and digital, monthly content planning, building compelling stories and consumer expertise.

### You will

- Work closely with the Brand Managers to build global brand content strategy and monthly issue planning process
- Support the Global Brand Team to build dynamic content planning process across all channels
- Accountable for building the Global content plan and strategy across all consumer touchpoints and platforms
- Work alongside the following teams for aligned and consistent brand tone of voice and content planning; Brand Production, Social Media, Creative Studio, Ecommerce
- Support Brand Team with a tailored communications approach that reflects the collection focus and Superdry consumer profiling to ensure effective content and communications strategy
- Define critical timings, deliverables and KPIs for all content delivery
- Provide detailed campaign presentations to senior management
- Manage and maintain Brand effectiveness insights throughout and post campaigns and embed key learnings into future plans. Use the Marketing Insights team to produce KPI-led campaign reports
- Support Brand teams with creative brainstorms for brand/ trade campaigns

### You are

- Experienced working in a similar role with a global brand or publisher/media
- An excellent and confident communicator with the ability to manage multiple priorities in an extremely fast paced environment
- Highly organised, detail oriented and can multi task – with excellent time management skills
- Able to distill culture insights into simple, impactful content
- Strategically-minded and results driven, with a strong sense of accountability
- An excellent relationship builder at all levels
- Passionate about the fashion industry
- Based in Cheltenham or within commuting distance

### 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