

Job Description

極度乾燥(しなさい)
Superdry®Careers

Social Media Coordinator (6 month FTC) – Cheltenham

The Role

The Superdry brand is a genuine British success story that has grown to a turnover of £872m, £97m profit and a strategic plan in place that will make us a £1bn turnover company by 2020. Our brand is 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.

This is a fantastic opportunity for an experienced Social Media Coordinator to join our Head Office team on a 6 month contract. Working within our Fashion PR team you will work with the Social Media team to grow a globally social brand presence for Superdry, curating brand stories that align with business goals to deliver strong results for the brand. We are looking for someone with proven experience managing multiple social media accounts on behalf of a business and deliver an 'on brand' message that will engage our broad audience.

You will

- Work with the Social Media Editor to increase engagement, delivering strategic & engaging creative communication campaigns
- Contribute to the day-to-day management of social calendars development and execution, working with the in-house content writer to deliver a strong blog content
- Be able to identify, cultivate and manage relationships with bloggers, super-fans, industry/sector experts and influencers
- Contribute to the sharing and monitoring of best practice with international social media teams
- Manage conversations within social platforms using the brands TOV with the ability to create content & creative copy both as part of a campaign, and in real time
- Optimise tags and feed titles on sharing sites like YouTube, communities, and search engines through copywriting, creative, anchor text, and keyword optimisation
- Analyse and report (weekly/monthly/ad hoc) on the performance of social marketing programmes in line with set KPIs and objective from HOD
- Be able to brief the creative media team with forthcoming content calendar assets, delivered on time and aligned with e-commerce, PR and marketing teams
- Oversee & coordinate global asset distribution and international content plans, analysis and platform reviews
- Complete general admin: ordering prizes, terms and conditions checks, assigning posts to customer services etc.

You are

- Experienced in a Social Media role
- Ideally educated to degree level in a relevant degree field
- Passionate with energy and enthusiasm for the brand, ensuring brand integrity at all times
- Knowledgeable on fashion retail and market trends
- A highly effective communicator and collaborator at all levels
- Able to planning and organise
- Proactive in your approach, and can enhance market knowledge and competitor awareness
- Analytical, with skills including familiarity with web analytics tools
- Excellent at social marketing conversation skills
- Technical, illustrating professional expertise with social media technologies and advanced knowledge of tools like forums, blogs, live chats, social networks, podcasts, wikis, and digital media

Job Description

極度乾燥(しなさい)
Superdry®Careers

- Good at photography and editing with the likes of Photoshop would be an advantage
- Passionate about fashion, trends, social media and new technologies
- A highly creative thinker with excellent creative copywriting skills
- Knowledgeable and experienced with various social media marketing technologies, such as social monitoring and publishing and practices to deliver an exceptional online consumer experience

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
- Amazing staff discount, 50% online and in store, plus an on-site staff shop and subsidised Starbucks Cafe
- A range of team and social events (we even had a catwalk show in a castle!)
- Discounted gym membership, cycle to work scheme, wellbeing services and much, much more