

Job Description

極度乾燥(しなさい)
Superdry®Careers

SEO Executive - 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 International SEO Executive will be responsible for supporting the SEO Manager in the delivery of our International SEO Strategy across our growing number of international sites. Reporting into the SEO Manager, you will be responsible for developing and implementing on-page and off-page campaigns, managing agencies, monitoring and reporting rankings and implementing technical SEO best practice.

You will

- Support the SEO Manager in the delivery of the International SEO strategy
- Ensure on-page content is optimized and seasonally relevant
- Work with Content, PR, Social and wider teams to ensure we are utilizing search insights effectively
- Assist with the delivery of our technical SEO roadmap to ensure we have a stable SEO environment
- Be comfortable managing 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
- Take learnings from our paid search activity and adapt any insights into organic strategies
- Report regularly to the business on SEO performance and KPIs
- 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 previous experience in an SEO/Digital marketing role – ideally within an e-commerce / retail environment although not essential.
- Familiar working with tools such as Google Analytics, Search Console, Majestic etc
- Strong on Excel – for data analysis and manipulation
- Able to use and analyse data and provide evidence-based recommendations
- An exceptional communicator, with the ability to communicate effectively to all levels within the business
- Proactive by nature, always looking for opportunities to maximise results
- Able to take on responsibility for own projects
- Able to work on a global scale
- Someone with a commercial mindset and ROI focused

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