



ACTIVATION & EVENT MANAGER FR

We are looking for a hands-on Customer Activation to execute and manage activations for our customers in France. You like to set up events from A-Z across France. You understand that events can take place during weekends and thus you have a flexible mindset and positive attitude as we can reach many new customers during these events.

You will work together with marketing, data and sales teams and help meeting sales targets by bringing new pet parents to the brand. Your expertise allows you to develop creative activation campaigns that drive shopper conversion at our stockists. Customers can include independent shops, larger retail chains and digital channels, therefore you are flexible and comfortable with a fast moving omni-channel retail environment.

To be successful in this role, you should have previous experience developing customer activation campaigns or creative shopper marketing campaigns. You love to work with people and have the skills and eagerness to work in teams and create your own miniature activation company within an intrapreneurial environment. If you are motivated and results-driven, and enjoy working in a consumer goods environment, we'd like to meet you

If you see yourself fitting in this role and want to be part of an international passionate team, then send your resume to marie@edgardcooper.com and romain@edgardcooper.com and surprise us with a cover letter that sets you apart. We look forward meeting you!

What makes Edgard & Cooper different: Feel Good Petfood

Good food makes your mind, body and spirit feel amazing. Nothing beats fresh meat and simple ingredients, cooked and packed with nature in mind. But most pet foods are over-processed and come wrapped in plastic. Enough is enough.

Welcome to Edgard & Cooper – naturally tasty cat and dog food that you, your pets and our planet can feel good about..

Our Goal: becoming the number one aspirational, natural pet food brand!

After just 2,5 years of trading, more than 5000 shops in Europe stock our lovely products. We've decided to reach more dogs with our fresh kibbles, so we are looking for some new faces that are getting our lovely bags in more paws.

The most exciting thing about working at Edgard & Cooper is the fantastic young and close-knit team culture. We pledge to challenge you in ways you haven't been before and push you, so you can grow with us as a business. At the same time, we pledge to help you enjoy work and look forward to going to the office every day!

Key Responsibilities

- Organize, execute & manage events across France. No boundaries!
- Develop activation plans that increase shopper conversion to Edgard&Cooper. Think outside the box and come up with unseen activations in the pet industry. Think big!
- Work in depth with sales on understanding and creating activation opportunities within retailers which ultimately increase the category performance.
- Lead activation process from A-Z; From discussing creative briefs with marketing creative department to developing in-store point of sale materials whilst keeping an eye on budgets and timing.
- Present your activation campaigns to management, inclusive all KPI's to measure activation effectiveness.
- Ensure that investments are used in the best way and analyze best activation methods.
- Your experience is indispensable at trade shows and events where you will create event activation campaigns.
- Launch a brand ambassador program (recruitment & incentive) and increase activation capacity by doing



SKILLS

- Proven work experience driving sales using activation ideas across different distribution channel
- Experience working within FMCG within the Marketing or Sales department
- Hands-on and pro-active attitude
- Understanding of sales principles and ability to deliver excellent customer experience
- Comfortable with data analysis to measure the impact of activation strategies
- Experience managing teams or agencies whilst considering time schedules and budgets
- You think in solutions rather than problems and your positive mindset inspires every department
- Effective presentation skills, high degree of professionalism
- Good time-management skills
- Knowledge of CRM software and MS Office (MS Excel, PowerPoint)
- Bachelor or master degree in a relevant field (Sales, Marketing, Events)
- Relevant language knowledge (French/English)

Being a pet parent is a strong plus and of course you love our furry friends as we all do at Edgard & Cooper!

WHAT WE OFFER

Competitive salary in line with your experience.

This is a full time permanent role. Monday to Friday with flexibility required for weekends.

You will wake up every morning, knowing that every move you make is impactful. We offer you a rich learning opportunity in a truly international environment. You will get a lot of responsibilities, and guidance.

You'll find yourself part of a passionate, professional, results-oriented team helping to improve the health of our pets. We value your ambition and look forward to listening to your career expectations.

www.edgardcooper.com

