



Brand Manager

GERMANY

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

After just three years of trading, more than 8,000 shops in Europe stock our lovely products. We've decided to reach more cats and dogs with our feed good food, so we are looking for some new faces to join the team and help us get our lovely pet food into more paws.

Our Goal:

To become the global leader in premium fresh pet foods.

Are you looking for your next move? Want to take responsibility for the marketing for a natural+ pet food brand? Highly creative & commercial mindset & of course a pet lover? If so, we have the perfect opportunity for you join us and lead the development and growth of the Edgard & Cooper brand in Germany.

What makes Edgard & Cooper different?: Feel Good Pet Food

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.

At Edgard & Cooper we live by our values in everything we do - from how we run our business, to how we work as a team and with our partners, to how we treat our customers and pets!

CHOOSE RIGHT not easy. We create tasty, ethical pet food that protects and nourishes our wonderful world.

MAKE YOUR PET PROUD (and your mum). We take pride in everything we do because we respect ourselves and others. No shortcuts, no giving up.

MAKE MISTAKES, get better. We make space and time for feedback, good and bad. After all, it's only a mistake if you make it twice.

SNIFFOUT THE way ahead. We were born to be different, and we're not afraid to forge a new path if it'll take us further.

MAKE THEIR DAY, everyday. We love our customer – owners, cats and dogs alike. We'll always go the extra mile to make them happy.

BE MORE dog. Life's too short for rubbish work environments. We find the fun in everything and stand together to make each other stronger.

MAKING IT personal. Even if no one was watching, we'd build our company the right way – it's just who we are.

The most exciting thing about working at Edgard & Cooper is the fantastic young and close-knit team culture. We'll 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, so you look forward to going to the office every day!

THE ROLE

We're looking for a Brand Manager to join our team in GERMANY. At Edgard & Cooper the marketing team are our creative pet foodies, the gate keepers of the brand, ensuring our Edgard & Cooper ethos is embodied within our products whilst developing the pull and push strategies to drive success.

We're on the hunt for a Brand Manager who has a commercial mindset with a passion for both brand and trade marketing, strong creative flair and is digitally savvy.. As part of the team, you will have the opportunity to build your career within the fastest expanding pet business in Europe!

Your main responsibilities will be:

STRATEGY

- Develop and implement the German annual brand marketing strategy. When relevant make recommendations for budget changes (both up and down) based on analysis and market insights.
- Working with the Sales Team to develop specific customer centric marketing plans to achieve sales success across an agreed allocated accounts.
- Assist in the development and management of associated annual marketing budgets to deliver sales success and ensure we are achieving strong ROI on all marketing activities.
- Deliver results-based reporting for all key marketing initiatives, making recommendations for future improvements.

BRAND MARKETING

- Build and implement disruptive, creative brand marketing plans to drive awareness, engagement and long-term loyalty for Edgard & Cooper.
- Ensure that at all levels of marketing and communications, the Edgard & Cooper Brand Guidelines are adhered to at all times.
- Drive the social media follower and engagement levels, in line with agreed KPIs in Germany.
- Develop and implement the Influencer strategy to drive awareness and engagement.
- If relevant, identify, onboard and manage suppliers for the brand including PR & Social agencies and freelancers where relevant, ensuring they are delivering above and beyond expectations.
- Contribute to the development of the annual communications plan to build awareness of the brand.
- (Co)–organize Edgard & Cooper pet events that no pet owner has ever seen before.
- As and when relevant, work with the Founder-CMO to develop and implement relevant ATL campaigns to drive the growth of the brand in Germany.



TRADE MARKETING

- As required, support the Sales Team at retailer meetings, attending meetings to deliver on the brand story.
- Play a key support to the Sales Team in creating, compelling sales presentations to win over our retailers.
- Develop effective, stand out retailer communications to ensure that the Edgard Cooper brand stays front of mind for retailers together with the Sales Team.

DIGITAL MARKETING

- Support on the development of initiatives to drive the digital marketing strategy for the German market with the HQ Digital Marketing Manager.

PEOPLE & REPORTING

- Deliver informative reporting as required on a monthly basis.
- Deliver effective reporting to share best practice and local market activity across our Global Marketing Team, building strong relationships with your counterparts.

SKILLS AND EXPERIENCE

- A minimum of 3 years' marketing experience within an FMCG environment.
- Ideally a master's degree.
- The desire to make the next step and join an entrepreneurial, fast paced environment.
- A hungry marketing professional who has a passion and desire to build a strong brand in Germany.
- Highly creative, with the ability to deliver disruptive, industry leading marketing activity
- A commercially led, strategic thinker who shows flexibility to adapt to changing situations in a fast-growing business.
- Articulate with strong copy writing skills.
- Exceptional communication and presentation skills.
- The ability to develop long lasting relationships and partnerships.
- A true team player, with determination and drive and a hands-on approach.
- The ability to lead by example.
- Computer literate, with full MS Office Suite experience.
- An ethical approach in all you do - you align with our values.

WHAT WE OFFER

A competitive salary in line with your experience. This is a full time permanent role.

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 that will give you extensive responsibility but also guidance as you need it.

You'll find yourself part of a passionate, professional, results-oriented team, helping to improve the health of our pets. We value ambition and a desire to build a highly successful career.

If you feel you have the skills and experience for this role and want to be part of an international, passionate team, then please send your resume and covering letter to louis@edgardcooper.com

We look forward to hearing from you!

www.edgardcooper.com

