



BRAND DEVELOPMENT MANAGER CAT

HQ, Kortrijk – Belgium

What type of breed are we looking for?

Are you addicted to creating brands with a twist, that stand out? Do you love to hear out cat lovers during teatime, understanding the nitty-gritty of what they experience? Did your mommy say you are special? Great, keep on reading then.

We are looking for an experienced brand manager to lead our Brand Development Cat Squad. You are in the driver seat to act upon the needs of cats & their owners. You create a brilliant brand world and launch commercial cat products with a prominent place in people's lives. Bring creative flair and strategic vision to the table and align with local brand managers in the EU.

What will be in your bowl?

In short, define what the brand stands for to cat owners. A bit longer:

- Understand consumers' needs, map complete journeys and understand market dynamics
- Define the brand strategy & positioning to cat people
- A-Z of cat product marketing: portfolio strategy, packaging communication, launch plan...
- Be a true brand guardian for cat: take responsibility over brand communication & guidelines.
- Work cross-functionally with all international teams to ensure the brand is coherently applied.
- Join brand leadership to make the EU brand plan.
- We're a scale-up, you're a brand development manager - life is full of surprises, so we might throw in some other fun stuff to do.

Give us a shout if this sounds like you! – louis@edgardcooper.com

Skills & tricks

- You have minimum 5 years experience in brand development or product marketing on an international level, ideally at another challenger brand.
- You have a strong aesthetic sense and a healthy dose of empathy.
- Minimum master degree is required.
- You're great with English, other languages are a plus.
- You have a top-notch commercial consumer-centric mindset.
- Robust project management & strategic skills.
- No need to have 4 legs & a tail, you don't have to be perfect.

Which pack are you joining?

We're just a bunch of animal-loving, purpose-driven, startup-minded pals.

Here at Edgard & Cooper, we're big fans of purpose, curiosity and learning on the job. We're a young international company, and we're growing fast. That means we're always looking for people who want to skill-up, who want to be challenged, and who want to make a positive impact.

Just like our dogs – Edgard and Cooper – we're friendly and fun, with an insatiable hunger for life. Want to come and play?

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.

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

