



## CMI MARKETEEER

HQ, Kortrijk – Belgium

### What type of breed are we looking for?

Do you act like Switzerland in discussions, understanding both sides? Do you first need to see it before you believe it? Do you thank your curiosity for never getting bored and are you continuously intrigued by your pet's behaviour? Great, keep on reading then.

We are looking for an experienced CMI Marketeer to join our Brand Development Squad. You will carry the voice of the consumer within our organisation, translating their needs into brand development opportunities. You create a learning network with internal and external stakeholders, empowering the pack with consumer insights and market intelligence.

### What will be in your bowl?

In short, you get tails wiggling by bringing customer-centricity into brand development:

- Identify the needs for market research within Edgard & Cooper and bring the right tools and partners to the table
- Leverage primary (QT & QL) and secondary research and manage the entire project from a clear objective to insightful reporting
- Gain a clear understanding of key trends and factors that drive consumer behaviour and apply those recommendations to our brand strategy and communication
- Make sure we deliver impactful initiatives by safeguarding consumer needs across brand development projects
- Empower the happy pack with market intelligence and set up an insights cloud where learnings are being shared and curated
- We're a scale up, you're a CMI Marketeer – 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! – [sofie@edgardcooper.com](mailto:sofie@edgardcooper.com)

## Skills & tricks

- You have min. 3 years experience in market research
- Minimum master degree is required.
- Fluent in English and Dutch or French, impress us with your lingual diversity
- You have an analytical mindset, always hunger for data
- A curious mentality with a strong interest for behavioral economics
- Proficient understanding of quantitative research techniques and tools (e.g. SPSS, Excel, ..)
- 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.

**Equal opportunities:** We believe the strength of a pack comes from its diversity. So no matter who you are, where you come from, what you believe in or what your dreams are, we welcome you and look forward to receiving your application.

**Accessibility:** Our HQ office and satellite sites are wheelchair accessible

