



CRM Manager London

A little bit about Edgard & Cooper:

Once upon a time, our founders wanted to feed their dogs - Edgard and Cooper – pet food they could feel good about. The kind of food that was as good for the planet as it was for their pets. But they couldn't find anything that was quite right. So...to cut a long story short, they decided to make their own!

Today, 4.5 years later, Edgard & Cooper has sold over 5 million bags of food, hired over 100 people across Europe and made lots and lots of dogs & cats (and their owners) feel good!

A little bit about us:

We call ourselves 'the pack' because we stick together. That means we're a bunch of nature-loving, animal-adoring, purpose-driven pals! Working here means working in an international and supportive team in which everyone has a voice. We're big fans of curiosity and learning on the job, and we love people who take the initiative.

So if you want to join a fast-growing team that's REALLY making a 'pawsitive' difference, you've come to right place!

What type of breed are we looking for?

In this job you will be our resident CRM expert and sit within the Digital squad. As the name suggests, our Digital squad looks after all things online and DTC. We're rapidly scaling our online business to make sure that our furry customers get irresistibly tasty food delivered to their door. At Edgard & Cooper we deeply care about our customers and their beloved pets, so this role is instrumental in nurturing and growing our relationship with them.

What will be in your bowl?

Does the smell of a high open-rate make your tail wag? Do you bark at the sight of a statistically-significant winning variant in an a/b test? Methodical and structured from nose to tail? If so, you could be the CRM-Cockapoo we're looking for. In this role, you'll be:

- Owning Klaviyo across all of our (7+) markets.
- Taking our CRM to the next level: activation and retention are the name of the game.
- Optimising all CRM flows, including a/b testing
- Identifying and prioritising revenue-generating opportunities
- Implementing structure and processes around CRM
- Reporting on performance

What skills & tricks should you bring?

- You have a deep level of technical expertise in CRM
 - Content planning
 - Segmentation
 - Customer journey mapping
 - a/b testing
 - Technical implementation
- You have experience working in a DTC / Trial / Subscription business
- Structured & organised way of working
- It would be pawesome if you have strong knowledge of Klaviyo
- Bonus points if you have a cat or a dog – we (of course) provide free pet food!

Interested?

If the above sounds like you and you feel excited about it, apply via email attaching your CV and cover letter: matt@unrulytalent.com – I'm looking forward to reading why you want this role!

Ideal start date: Jan 2020

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

