



## DIGITAL MARKETEEER

### Which breed are we looking for?

Born on Google? Learned to walk on Facebook and Instagram? Tons of energy? Digital from nose to tail? If so, we have the perfect opportunity for you to drive the growth of Edgard & Cooper! We need an all-round digital marketeer, with a focus on Google, to drive our web shop acquisition efforts.

### What will be in your bowl?

Your ultimate goal is to lower our acquisition cost and improve our media spend ROI whilst growing web sales. Literally the most generic sentence we've ever written - But it's true. Anyway, let's throw in some groovy details. We want you to be the driving force behind our web shop acquisition efforts by:

- Focusing on Google Ads: Search, display and shopping
- Optimizing our current campaigns and set-up of new campaigns
- Having strategic ideas, preferably great ones! About how we can work better with audiences and intent, about switching to smart campaigns, ...

Give us a shout if this sounds like you! – [Wouter@Edgardcooper.com](mailto:Wouter@Edgardcooper.com)

### Skills & tricks

- A minimum of 2 years of relevant experience – focusing on google ads
- Love numbers, we need to keep an eye on ROI
- Be strategic. We're a growth focused business, acquisition is a big part of that. You're able to spot opportunities and set up projects.
- You're self-directed, don't need or want a lot of over-the-shoulder management
- You're passionate about what you do and are on top of trends.

## 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.

