



EU BRAND DEVELOPMENT MARKETEEER

HQ, Kortrijk – Belgium

What type of breed are we looking for?

Is your dream to find innovations in the shelves you've created from scratch? Are you addicted to purposeful brands with a twist, that stand out? Do you love to hear out dog lovers during a long stroll, understanding the nitty-gritty of what they experience? Great, keep on reading then.

We are looking for a brilliant brand geek to join our EU Brand Development Dog Squad. You will be in the front seat, co-building the future of our brand. You see products and packaging through the consumers' lens and translate these insights to clear brand communication.

What will be in your bowl?

In short, serve our dog audience with better suited innovations & experiences. A bit longer:

- Determine dogs & their parents' needs and desires by working together with our CMI marketeer to obtain powerful insights.
- Keep an eye on market dynamics and monitor how we perform against competition.
- Craft & curate product & experience positionings of the dog portfolio
- Introduce and market new innovations by developing time-integrated launch plans with sales, marketing, and product teams. Take full ownership in project management.
- Create training for sales team and marketing on product positioning
- Guide our internal world-class graphic team to have our packaging designs speak for themselves and finish packaging developments until the last comma is well placed.
- Identify improvements across channels and regions to keep the brand young.
- We're a scale-up, you're a Brand Developer - 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! – simon@edgardcooper.com

Skills & tricks

- You have minimum 4 years experience in brand development or product marketing on an international level in a CPG environment
- You have a strong aesthetic sense and a healthy dose of empathy.
- Minimum master degree is required.
- You're great with English and you're native in either Dutch, French or German.
- You have a top-notch commercial consumer-centric mindset.
- Robust project management & strategic analytical 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.

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

