



INTERNATIONAL BRAND MANAGER

London – United Kingdom

What type of breed are we looking for?

You are fed up with the thoughtless uniformity of so many brands? You are a fearless rebel who like to voice its opinion – and you think brands should do too? Did your mommy say you are special? Great, keep on reading then.

We are looking for a brand manager to join our Global Brand Building Squad. You are in the driver seat to grow the presence of our brand, create brilliant campaigns and find people & other brands to join our cause. Your aim is to make Edgard & Cooper be heard and have a prominent place in people's live. 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, bring the brand to more and more consumers. A bit longer:

- Take the lead in our global brand building efforts. Make sure we get bang for our buck.
- A-Z of global brand campaigns (digital, TV, OOH...). Jup, the cool stuff.
- Set our influencer strategy on point, align with local countries for the medium and small influencers and set up a program for big brand ambassadors.
- Build international partnerships with like-minded brands from scratch. Look for cross-marketing efforts.
- Support our Brand Lead in the positioning and identity of the total Edgard & Cooper Brand, join in making the brand plan.
- We're a scale-up, you're a brand 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! – simon@edgardcooper.com

Skills & tricks

- You have minimum 5 years experience in brand or marketing management on an international level, ideally at another challenger brand.
- 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.

