



# Performance Marketing Executive France

## Which breed are we looking for?

Does the sight of a low CPA make your tail wag? Do you bark at the smell of 3x ROAS? Digital from nose to tail? If so, you could be the performance-puggle (other dog breeds welcome) we are looking for to help drive the growth of Edgard & Cooper in France and beyond! We're looking for an all-rounder performance marketing executive join our DTC team in the Paris office.

## What will be in your bowl?

You will be part of the digital growth team in France whose main goal is to keep up the fast growth we've been experiencing in France. Together with the FR Brand team, Belgian and UK digital team you will look for marketing opportunities to drive DTC sales and then implement and test them.

- Creating and executing growth campaigns ( setting up funnels and tests )
- Diving into data to find the exact levers to pull for even more growth
- Coming up with and leading your own projects
- Thinking outside the box, if it makes sense and its on brand then lets try it!
- Being comfortable working independently

## What we are looking for...

A marketing enthusiast that isn't afraid to get their hands dirty in campaigns, digital and offline. You will have strong performance marketing experience in one or two platforms but also have an eye for the creative. However, the main trait driving through your body is that you love learning and improving.

- You have 1-2 years of performance marketing
- You have a strong experience in a performance marketing channel ( facebook, google etc )
- You enjoy implementing the growth mindset of create, test, improve
- You are hands on and able to pick things up independently
- Knowledge of DTC marketing is a plus
- You enjoy working in a team and coming up with solutions together

## A Typical Day

The day kicks off with campaign optimizations on our latest funnels in France – have to keep an eye on the ROI! Next up, it's a Miro board brainstorm session with the team to discuss ideas for a new channel test in France. Should we focus on digital or should we try an offline channel?

After lunch you've got a focus work block – time for some analysis: it looks like our conversion rate from trial to first purchase has dropped, what could be driving this. Your hunch is either the audience quality or our CRM flow.

Then you have a chat with the local brand team, they've got some great insight into a new trend that is starting to gain traction in the larger cities, could this be something we can do adopt for growth? Time to book in a brainstorm with the team.

## Which pack are you joining?

We're 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 up-skill, be challenged, and 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.

Give us a woof if this sounds like you! – [morgan@edgardcooper.com](mailto:morgan@edgardcooper.com)

**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

