



## HEAD OF E-COMMERCE

London

### A little bit about Edgard & Cooper:

We make feel good pet food! Did you know that most pet foods come wrapped in plastic and are over processed? Enough is enough! So 4.5 years ago our founders and their dogs Edgard & Cooper decided to make their own pet food.

Today we have sold over 5 million bags, hired over 100 employees and made so many dogs & cats feel 'pawsome' – we lost count! Welcome to Edgard & Cooper - naturally, tasty cat and dog food that you, your pets and our planet can feel good about.

### A little bit about us:

We call ourselves 'the pack' because we stick together. We are a bunch of animal-loving, purpose-driven pals! Working here means working in an international and supportive team where everyone has a voice. We're big fans of curiosity and learning on the job, and if you want to join a fast-growing team and want to make a 'pawsitive' impact in the world then we might just have the role for you!

Just like our dogs – Edgard and Cooper – we're friendly, fun and we look out for each other! Let's raise the 'woof' together?

### About the job:

We are looking for a dynamic and entrepreneurial Head of Ecommerce who is ready to head up and develop our online sales. In this role you will own our entire E-tail strategy in Europe, drive the sales and install Edgard & Cooper as the leading online brand for pet food. You will manage two E-tail account managers as well as external consultants and will work together with local country manager.

We are extremely ambitious, and if you are too, this might be the next challenge you have been looking for!

## What will you be doing?

- You will be the key driver in developing and optimizing the performance and online brand marketing of the E-commerce platforms we have today.
- You will work closely together with the two E-commerce account managers and all the sales and marketing teams within our different subsidiaries.
- You will be managing the P&L for the online retail channel, delivering on short term and long-term plans, including delivery against budget.
- You will realize the best planning per country for implementation of the new e-commerce strategies.
- You will be increasing web traffic, driving online sales and re-strategizing all omni-channel management - Creating huge growth in customers, sales
- Partnering with the marketing pack to analyze marketing channels performance and provide guidance on future online investment and make content optimization recommendations to the teams

## What skills & tricks should you bring?

Strong E-commerce experience working with Pure Players and other online channels - preferably at or with mature players in Europe. Proven track record of setting up and accelerating results. Can think strategically, but also dive into the specifics of a business to tackle and elevate execution at local level.

- You have very strong experience with some years in a management role in E-commerce
- You have experience at a consumer brand that successfully deployed a pan European E-tail strategy
- You have strong affinity with marketing and branding in FMCG and E-tail
- You have very good analytical skills combined with good business acumen
- You are highly entrepreneurial & self-propelling
- You love focusing on growth and sales targets – it's what excites you in your job!
- You are aligned with our company mission

## What treats do we have for you?

The Head of Ecommerce will be working within a truly exciting, entrepreneurial and pioneering brand in the pet industry. They will be able to take the brand on a journey and be able to significantly impact commercial performance and grow the online sales channel. As there is huge emphasis on dramatically growing and improving online commercial performance this role will be very high profile within the business therefore will be an extremely rewarding role.



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

**Ideal start date: ASAP**

**Location: London (sales & marketing office)**

**Recruitment process:** First, you will be invited to a phone screen with a member of our Talent team. Then you will go through 2 competency-based interview rounds with various stakeholders & including a case study. And finally you will meet the team for a final culture fit check.

**Equal opportunities:** We are an Equal Opportunities Employer! No matter of breed, age, race, disability, sex, sexual orientation, gender reassignment, marriage and civil partnership, pregnancy and maternity/paternity requirements, religion or belief - We look forward to receiving applications from everyone!

**Accessibility:** Our HQ office and satellite sites are wheelchair accessible

