



Jr Brand Manager

Kortrijk HQ, Belgium

What type of breed are we looking for?

At Edgard & Cooper, the marketing team are our creative pet foodies, the gate keepers of the brand, ensuring our Edgard & Cooper ethos is embodied within our products whilst developing the pull and push strategies to drive success.

We're on the hunt for a Jr. Brand Manager with a passion for brand, trade and shopper marketing, a strong creative flair and digital knowledge to help building our brand here in Belgium. Sounds like you? If so, we have the puurrrfect opportunity for you to join us and to build your career within the fastest expanding pet business in Europe!

What will be in your bowl

- You will develop and shape annual brand plans across online and offline touchpoints that lead to drive awareness, engagement and loyalty
 - Support your disruptive brand awareness campaigns with a well-thought-out influencer strategy and set up a brand ambassadors program
 - Look for PR opportunities to make sure the brand is everywhere!
 - Back your brilliant campaign ideas with local SoMe initiatives
 - Never assume based on... nothing. Make data-driven decisions.
- Find synergies with brand managers across Europe, making sure that best ideas thrive and assure local relevance of the brand
- Align with sales, our Trade & Shopper Marketeer and our Field Marketeer. Because it takes two flints to make a fire, right?
- Develop a full understanding of our key retailers, the potential touchpoints we can utilize and make recommendations on how to win in store
- Recommend and implement clear in-store guidelines and deliver retail activation strategies, supporting the national calendar of promotions and instore activities

REPORTING

- Know your numbers – base all decisions on category and consumer data insights, existing market knowledge and brand tracking initiatives
- Keep your ear to the ground – understand how the market is developing and leverage data to support your ideas for how we can keep ahead of the competition
- Work on shoestring – think outside the box when it comes to executing awesome activation on smaller budgets

PLUS LOT'S MORE!

Life is full of surprises - there will be lots of commercial, creative & fun stuff to do.

Skills & tricks

- A hungry marketing professional with a master's degree and some brand or product experience, preferably in a FMCG environment, required
- A creative and commercial mindset: you understand that whatever you are doing is with an eye on sales targets and ROI driven by clear insights
- Computer literate, with full MS Office Suite experience and a highly developed knowledge of Excel
- Great communication and presentation skills
- We're an international company, you need to be great with English, but obviously also with Dutch & French
- Be cool, but also be warm

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.

Give us a shout if this sounds like you! – send your resume and covering letter to maaike@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

