



Marketing Manager

UK – LONDON

Welcome to Edgard & Cooper – naturally tasty cat and dog food that you, your pets and our planet can feel good about.

After just three years of trading, more than 6,000 shops in Europe stock our lovely products. We've decided to reach more cats and dogs with our feed good food, so we are looking for some new faces to join the team and help us get our lovely pet food into more paws.

Our Goal:

To become the global leader in premium fresh pet foods.

Are you looking for your next move? Want to take responsibility for the marketing for a natural+ pet food brand? Highly creative & commercial mindset & of course a pet lover? If so, we have the perfect opportunity for you join us and lead the development and growth of the Edgard & Cooper brand in the UK.

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.

At Edgard & Cooper we live by our values in everything we do - from how we run our business, to how we work as a team and with our partners, to how we treat our customers and pets!

DOING IT RIGHT. We're passionate about creating tasty, healthy pet food that gives back to our beautiful world.

TAKING PRIDE. Because we respect ourselves and others, compromise is not an option – and neither is giving up.

ALWAYS IMPROVING. We create opportunities for feedback - good and bad. That's the best way to keep improving.

THINKING (& DOING) DIFFERENT. Innovation is at our core. We lead not follow.

GOING THE EXTRA MILE. We love our customers – owners, cats and dogs alike. Making their day makes our day!

WORK AND PLAY. We never take ourselves too seriously. Instead, we stand together to make each other stronger.

MAKING IT PERSONAL. Even if no one was watching, we'd build our company the right way – it's just who we are.

The most exciting thing about working at Edgard & Cooper is the fantastic young and close knit team culture. We'll challenge you in ways you haven't been before and push you, so you can grow with us as a business. At the same time, we pledge to help you enjoy work so you look forward to going to the office every day!

THE ROLE

We're looking for a Marketing Manager to join our team in the UK, based in London. 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 Marketing Manager who is highly strategic, with strong creative flair, digitally savvy and a commercial mindset to successfully build our brand in the UK. As part of the team, you will have the opportunity to build your career within the fastest expanding pet business in Europe!

Your main responsibilities will be:

STRATEGY

- Develop and implement the UK's annual marketing strategy using available data insights and analysis.
- Develop and manage the associated annual marketing budgets effectively inline with sales success.
- Run a marketing function where measurement is central to all activity, guided by ongoing KPIs and ROI reviews.
- When relevant make recommendations for budget changes (both up and down) based on analysis and market insights.
- Create a marketing function that effectively tracks competitor activity for the business.
- Play a key part in influencing NPD activity in the UK, delivering best in class NPD launches for the brand.

BRAND MARKETING

- Develop and implement disruptive, creative brand marketing plans to build awareness, engagement and long term loyalty for Edgard & Cooper.
- Identify, onboard and manage suppliers for the brand including agencies and freelancers.
- Build awareness of the brand through creative PR strategies.
- Drive the social media follower and engagement levels, in line with agreed KPIs in the UK.
- Manage and develop the company wide social media content working with the Social Media Freelancer.
- Develop strategies to drive trial, delivering on the consumer conversion targets through effective experiential activity.
- Develop and implement the Influencer strategy to drive awareness and engagement.
- As and when relevant, work with the Founder-CMO to develop and implement relevant ATL campaigns to drive the growth of the brand in the UK marketplace..
- Develop a partnership strategy that aligns with the vision of the business and sets Edgard & Cooper apart from other Pet Food companies in the UK.
- Create working with the Founder-CMO and Marketing Manager Belgium an effective internal feedback process so that all marketing communications are relevant for the local UK market.



TRADE MARKETING

- Develop and implement, industry leading trade marketing plans to drive sales growth.
- Develop and deliver an extensive in-store sampling program across the UK.
- Build relationships with the respective marketing functions within the key retailers in the UK to ensure that we are building trade marketing plans that align with our retailers' visions.
- Support the Sales Team on developing promotional plan activations. and implement frameworks to track success and analyze accordingly.
- As required, support the Sales Team at retailer meetings, attending meetings to deliver on the brand story.
- Play a key support to the Sales Team in creating, compelling sales presentations to win over our retailers.
- Develop effective, stand out retailer communications to ensure that the Edgard Cooper brand stays front of mind for retailers.

E-COMMERCE – D2C

- Develop and manage the direct to consumer strategy and budgets for the UK in line with agreed targets working with Head Office.
- Play an integral role in the development of the content marketing strategy to drive conversions.
- Identify, onboard and manage the right performance marketing agency to launch and drive the success of the E-commerce business in the UK.
- Identify, onboard and manage a CRM freelancer to support on the success of the E-commerce business.
- Identify and implement on an ongoing basis ways to improve the overall customer experience working with Head Office.
- Achieve agreed customer service KPIs, making recommendations for improvement on an ongoing basis, working with Head Office.

PEOPLE

- Manage the current Marketers in the UK and create a highly creative, driven and passionate team.
- As and when relevant, support on developing the UK Marketing Team, identifying the right hires, onboarding them and taking responsibility for their ongoing management.
- Lead the development of the Edgard & Cooper Brand Ambassador program, hiring an on-brand team to represent the brand in all sampling and activation activity in the UK.
- Deliver effective reporting to share best practice across our Global Marketing Team, building strong relationships with your counterparts.

SKILLS AND EXPERIENCE

- A minimum of 5 years' marketing experience within an FMCG environment.
- Ideally a master's degree.
- The desire to make the next step and join an entrepreneurial, fast paced environment.
- A hungry marketing professional who has a passion and desire to build a strong brand in the UK.
- Highly creative, with the ability to deliver disruptive, industry leading marketing strategies.
- A strong understanding of digital marketing and the ability to drive a successful E-commerce platform for our business.
- An analytical, strategic thinker who shows flexibility to adapt to changing situations in a fast growing business.

SKILLS AND EXPERIENCE CONT'D

- A highly commercial mindset: you understand that whatever you are doing is with an eye on sales targets and ROI driven by clear insights.
- Articulate with strong copy writing skills.
- Exceptional communication and presentation skills.
- The ability to develop long lasting relationships and partnerships.
- A strong negotiator, with experience of managing budgets effectively.
- A true team player, with determination and drive and a hands-on approach.
- The ability to establish a high-performance team, inspiring and leading by example.
- Computer literate, with full MS Office Suite experience.
- An ethical approach in all you do, - you align with our values.

WHAT WE OFFER

A competitive salary in line with your experience. This is a full time permanent role, based in our London office.

You will wake up every morning, knowing that every move you make is impactful.

We offer you a rich learning opportunity in a truly international environment that will give you extensive responsibility but also guidance as you need it.

You'll find yourself part of a passionate, professional, results-oriented team, helping to improve the health of our pets. We value ambition and a desire to build a highly successful career.

If you feel you have the skills and experience for this role and want to be part of an international, passionate team, then please send your resume and covering letter to louis@edgardcooper.com

We look forward to hearing from you!

www.edgardcooper.com

