



# Marketing Manager UK + IRE

## London, UK

### Who are we?

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

### What's our mission?

To be the most sustainable, ethical, premium fresh pet food brand in the world!  
Sound like a mission you want to get on board with? Read on...

### What type of breed are we looking for?

We're on the hunt for a Marketing Manager who has a strong commercial mindset, highly creative and keen to take on an autonomous role with responsibility for building our growth momentum across the UK & Ireland.

Want to wake up every morning knowing that every move you make has a real impact? Then join us and build your career within the fastest expanding and most purposeful pet business in Europe!

### What will be in your bowl?

As Marketing Manager UK & Ireland, you will be fully responsible for building the brand with autonomy from day one. You will set the direction and strategy for success and lead by example, working in close partnership with the cross-functional team in the UK & across Europe.

### STRATEGIC EXCELLENCE

- Develop & implement the UK's annual marketing strategy using available data, insights and analysis to think outside the box and be better than the rest!
- Own and manage the annual marketing budget effectively in line with topline growth, ensuring that all activity is guided by clear measurement and ROI.
- Sniff out the way ahead. You know your market and consumers inside out, building strong recommendations to influence NPD strategy, and deliver best in class launches with 360 campaigns that have tangible impact.

### FLAWLESS ACTIVATION

- Develop and implement disruptive, creative activation plans that build awareness, engagement & long-term loyalty for Edgard & Cooper.

- Leverage all touchpoints at your disposal – online & offline – working with our freelancers and agency partners to create cohesive and truly brand focused activation.
- Build and own the UK COMMs plan - spanning ATL, Performance Social, Influencers, Experiential & Shopper led activation. Make confident recommendations and amends to global assets, being creative in bringing the brand to life through the full mix of channels.
- Lead and develop the UK approach to events – across retail & consumer space.
- Implement and deliver flawless brand reporting to Global Marketing Operations Lead to ensure clarity of focus and development of a results driven Marketing culture.

### TOP NOTCH TRADE TACTICS

- Develop and implement a best in class, and category-leading trade marketing plan which unlocks sustainable growth for both E&C and our retail partners.
- Make recommendations and implement ongoing analysis to ensure our 4Ps are set for success, delivering optimisations where required.
- Work in close partnership with the Head of Sales to ensure the category view and brand story is delivered in compelling and creative ways to unlock new business.
- Leverage e-commerce know-how to ensure our content and online proposition is better than the rest, developing product solutions with the e-commerce team where required.
- Build strong links with the marketing functions within our existing retail partners to ensure that the brand is always front of mind and that we land disruptive activations across the market.

### DIGITAL MINDSET

- Work closely with the Performance Marketing Manager to help drive the UK direct to consumer strategy and play an integral role in helping to build success in this channel.
- Work closely with the Global brand team to help ensure development of fit for purpose content & creative to help fuel our performance marketing efforts.

### PASSIONATE ABOUT PEOPLE

- Manage and develop the current Marketing Pack in the UK creating a highly creative, driven and passionate team..
- Implement a strong onboarding and training plan for new hires, including bringing in new talent where required.
- Help support the Junior Brand Manager in the development of our Brand Ambassador programme driving our sampling and experiential events activation across the UK & Ireland.

### Skills & tricks

- ✓ A minimum of 5 years' marketing experience within an FMCG environment
- ✓ The desire to make the next step and join an entrepreneurial, fast paced environment where you can build a strong brand in the UK.
- ✓ Highly creative, with the ability to deliver disruptive, industry leading marketing strategies – often on a limited budget.
- ✓ Strong understanding of the full media mix with excellent digital skillset.
- ✓ An analytical strategic thinker with flexibility to adapt to changing situations in a rapidly growing business.
- ✓ Highly commercial mindset – strong financial understanding and ROI accountability echoes in all you do.
- ✓ Hold a masters or degree level qualification
- ✓ An ethical approach in all you do - you align with our values. Oh and you love pets, of course!

## **Which pack are you joining?**

We're a young international company, and we're growing fast. 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.

## **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.

## **Sounds like your dream job?**

Excellent – we want to hear from you! Send an email with your CV and 150 words on what you would do in your first 90 days in role to [joanna@edgardcooper.com](mailto:joanna@edgardcooper.com)