



## Performance Marketing Manager Belgium, Kortrijk

### A little bit about Edgard & Cooper:

Once upon a time, our founders wanted to feed their dogs - Edgard and Cooper – pet food they could feel good about. The kind of food that was as good for the planet as it was for their pets. But they couldn't find anything that was quite right. So....to cut a long story short, they decided to make their own!

Today, 4.5 years later, Edgard & Cooper has sold over 5 million bags of food, hired over 100 people across Europe and made lots and lots of dogs & cats (and their owners) feel good!

### A little bit about us:

We call ourselves 'the pack' because we stick together. That means we're a bunch of nature-loving, animal-adoring, purpose-driven pals! Working here means working in an international and supportive team in which everyone has a voice. We're big fans of curiosity and learning on the job, and we love people who take the initiative.

So if you want to join a fast-growing team that's REALLY making a 'pawsitive' difference, you've come to right place!

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

An entrepreneur that will help shape the digital growth team. You have a strong performance marketing background, with a fondness of brand & creative.

- You have experience with leading a team & hiring talent.
- Strong knowledge of a wide mix of marketing channels. You think consumer first.
- Capable of getting the growth process right - come up with opportunities, guard focus, make sure we're learning & iterating fast.
- You're hands-on, able to pick things up quickly and execute independently.
- You have over 4 years' experience in growth marketing for DTC or Tech.

## What will be in your bowl?

You'll manage the BE branch of the growth team. You own the DTC targets & budgets for the Benelux.

- Develop & Attract talent to continue the creation of a world-class team.
- Help build & guard the growth process - speed of learning is key to success.
- You're able to read data like you read words. You can diagnose, strategise & lead execution.
- You strive to become a thought leader within the organisation, both in digital strategy & team management.
- You'll juggle multiple, sometimes conflicting priorities & collaborate with different teams.
- Give your team guidance in the set-up of campaigns, funnels & tests.

## What a typical day might look like

You kick the week off by meeting with the leadership team (Belgium, London & Paris). Updating, aligning and planning out the coming weeks with all the great ideas and projects you've come up with. From there it's a quick glance to the schedule, you've got a brainstorming session with your team on ideas for tests on the paid and viral loops. You already dived into the data yourself and have a few ideas but you are keen to see what the team has come up with and how it can work with the channels and countries already in place.

Your laptop dings and there's an email from London, Laureen is having a lot of success with a new channel in the UK - wants to see if you'd be interested project managing it in another country. You check your idea backlog - there might be room. Click yes to the appointment whilst quickly noting down "write new job spec" for the vacancy you have up. You've got so many ideas to launch and budget to go with them but not enough time in the day, you need more people to keep up. Your laptop dings with a slack message, CPAs on branded search is increasing, is the bidding war still going on? Mental note to check in on what the competitors are doing.

Before you know it, Friday is here and you're giving your week's highlight to the big dog and outlining what the next few weeks will bring. The growth went well this week but you aren't happy with the improvements on retention, upselling or reactivation. They didn't work as well as you'd thought. Time to dive in and see what we can learn. A drink slides on your desk....next week it is then.



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

**Ideal start date:** Asap

**Recruitment process:** 3 rounds, 2 interviews & 1 case presentation

**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

