



Performance Marketing Manager France

Where we need help

Edgard & Cooper is a beautiful pet food brand that's growing fast in Europe. Digital & growth marketing is a key driver for our business. We're looking to build a growth team in our Paris office to work on global projects together with similar teams in Belgium & London.

We are looking for ...

An entrepreneur that will help shape the FR digital growth team. You have a strong performance marketing background, with a fondness of brand & creative. Undying love for the digital craft, experience with 'growth teams' and the 'experimentation mindset'.

- You have experience with leading a team & hiring people
- Strong knowledge of a wide range of digital channels & consumer journey thinking
- Capable of getting the growth process right - come up with opportunities, guard focus, make sure we're learning fast
- You're hands-on, able to pick things up quickly and execute independently
- You have a masters degree

What will be in your bowl?

You'll set-up the FR branch of the digital growth team, hiring strong performance & content marketers. Together with the FR brand team & Belgian digital team, you'll look for marketing opportunities to drive DTC sales.

- Attract talent to build your motivated squad
- Help build & guard the process - speed of learning is key to success
- You're able to read data like you read words - they offer the means to meaning
- You strive to become a thought leader within the organization, both in digital strategy & team management
- You'll juggle multiple, sometimes conflicting priorities & collaborate with multiple teams
- Setting up campaigns, funnels & tests by yourself in the beginning

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? Contact louis@Edgardcooper.com

What a typical week might look like

You kick the week off with a digital team meeting with HQ and your counterparts. 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 the local 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 HQ, Janna in the content team is having a lot of success with a new channel in Belgium - 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.

