



## Sales Manager

### DACH REGION

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

After just 3 years of trading, more than 8,000 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? Wanting to take responsibility for heading up sales in the DACH market, joining a rapidly growing business that is leading the way in premium pet foods? Do you have an exceptional commercial mind-set, the passion to lead and develop people most importantly are you an animal lover?

#### **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.

Our values are at the core of everything we do....

- We're passionate about creating great tasting, sustainable pet foods that give back to the world we live in.
- We take pride in everything we do, respecting others. Compromise is not an option. Persistence is our key driver.
- We welcome feedback good and bad, constantly striving for self-improvement.
- Innovation is at our core. We lead not follow.
- Our customers are king – owners, cats and dogs alike, we love them all and go that extra mile to make their day!
- We build our company, like we are building it just for ourselves – as if it was our own...
- We never take ourselves too seriously but stand together as a team to make each other stronger.

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

As Working as part of the German Team, the DACH Sales Manager will lead on all elements of the Edgard & Cooper commercial strategy pawprint, delivering the sales objectives, whilst inputting into the commercial arm of our product development and category management.

Reporting to the Chief Sales Officer based in Belgium, you will recruit and manage your Sales Team to work with you to drive the region's success.

The position will work closely across a number of functions across the organisation but in particular will work collaboratively with the German Brand Manager to develop and deliver disruptive trade marketing strategies to grow the brand in the DACH region to achieve our growth plans.

In summary you will be responsible for:

**Management and development of our sales team** – building a long term best in class sales team who are experts in their field, passionate about the journey we are on and aligned with our values.

**Commercial strategy development** – develop our long term sales strategy ensuring we remain focused and allocate resources to the right areas to achieve our growth ambitions.

**Business development** – take full responsibility for business development, attaining new clients within pet chains, grocery, wholesale, online and high street.

**Account management** – manage the key accounts with a particular focus on the pet chains, grocery and online and in time hire a National Account Management team.

**Industry leading trade marketing** – working with our Brand Manager deliver best in class trade marketing to create retail shine and drive sales growth and brand love.

**Financial management** – effective management and reporting on the Sales P&L, ensuring budgets are met, investment is kept in line whilst making ongoing recommendations to drive additional growth.

**Category management** – make recommendations to the Leadership Team to purchase the right data and insights to ensure that Edgard & Cooper has a compelling category story to deliver to retailers.

**Forecasting** – working closely with our Operations Team build robust forecasting processes to ensure an effective long term supply chain.

**Commercial innovation** – make recommendations for new product development and working with Finance support on financial models with sales plans.

# SKILLS AND EXPERIENCE

- A minimum of 3-5 years' sales experience with proven experience within the pet foods category.
- Proven leadership and management experience to build best in class sales teams, leading by example and creating a 'can do' sales culture.
- A strategic thinker with strong commercial acumen but with a hands-on, get it done approach.
- A thorough knowledge of the DACH retail landscape in pet foods and proven trade marketing strategies.
- Experience of effectively working across multi-functions.
- The ability to build solid relationships with our customers with exceptional influencing and negotiating skills.
- Knowledge of CRM software and MS Office. Power BI is a big plus.
- Exceptional presentation skills.
- Experience of managing full Sales P&Ls and proven ability to deliver on budget.
- An entrepreneurial spirit and that you can demonstrate how you can see you developing your career with us at Edgard & Cooper and driving the success of our business into the future.
- An ethical approach to all you do.
- And last but not least, you'll be a genuine pet lover!



## WHAT WE OFFER

A competitive salary in line with your experience. This is a full time permanent role.

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 [jurgen@edgardcooper.com](mailto:jurgen@edgardcooper.com)

We look forward to hearing from you!

[www.edgardcooper.com](http://www.edgardcooper.com)

