



SENIOR COMMERCIAL MANAGER

LONDON –UK

Welcome to 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, 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?

Are you looking for your next move? Wanting to take responsibility for heading up sales in the UK 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?

Working as part of the UK&IRE Team, the Senior Commercial 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 Sales Pack Lead for Developing Markets, you will recruit and manage your Sales Team to work with you to drive the UK's success. The position will work closely across a number of functions across the organisation but in particular will work collaboratively with the UK Brand Manager to develop and deliver disruptive trade marketing strategies to grow the brand in the UK to achieve our growth plans.

What will be in your bowl?

- **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.

What skills & tricks should you bring?

- A minimum of 4/5 years' sales experience, proven experience within pet food is a plus.
- 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 approach.
- Knowledge of the UK retail landscape and proven trade marketing strategies.
- Being able to effectively work across multi-functions.
- Ability to build solid relationships with customers through exceptional influencing and negotiating skills.
- 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 treats do we have for you?

Next to entering a very dynamic and ambitious team with amazing colleagues, you will get the ability to learn a lot, and contribute to the future growth of Edgard & Cooper!

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

Ideal start date: As soon as possible

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

