



## BRAND MANAGER EUROPE

Kortrijk - BELGIUM

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

You are fed up with the thoughtless uniformity of so many brands? You are a fearless rebel who like to voice its opinion – and you think brands should do too? Did your mommy say you are special? Great, keep on reading then.

We are looking for a brand manager to join our HQ Brand Squad. You are in the driver seat to position our brand, create brilliant campaigns and find people & other brands to join our cause. Your aim is to make Edgard & Cooper be heard and have a prominent place in people's live. Bring creative flair and strategic vision to the table and coach our local brand managers in the EU.

### What will be in your bowl?

In short, brand & consumers. A bit longer:

- Be the voice of our consumer and their pet, understand their different needs and align with other teams to find answers in every step of the consumers' journey.
- You are a true brand guardian and take ownership over brand consistency, messaging & brand asset management.
- Support our Brand Lead in the positioning and identity of the total Edgard & Cooper Brand, join in making the brand plan.
- A-Z project management of brand campaigns. Jup, the cool stuff.
- Build international partnerships with global influencers and like-minded brands.
- We're a scale-up, you're a brand manager - life is full of surprises, so we might throw in some other fun stuff to do.

Give us a shout if this sounds like you! – [simon@edgardcooper.com](mailto:simon@edgardcooper.com)

## Skills & tricks

- You have minimum 5 years experience in brand or marketing management, ideally at another challenger brand.
- Minimum bachelor degree is required.
- You have worked in multiple countries and you're great with English.
- You have a lot of empathy and can read consumers' trends.
- A strong commercial & observant mindset is needed. You should be able to think in terms of the customer journey.
- Robust project management & strategic skills.
- No need to have 4 legs & a tail, you don't have to be perfect.

## 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?

## 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.

