



TRADE & SHOPPER MARKETEEER

Kortrijk - BELGIUM

What type of breed are we looking for?

Retail shine. Promo uplift. CLV Analysis. Product portfolio. Did these words get your tail wagging? If so, we have the perfect opportunity for you to drive the growth of Edgard & Cooper!

We are looking for a strategist that has experience in converting consumers efficiently into a fmcg brand. Someone that lives by crunching numbers, loves setting up trials and gets a kick of taking action. A social genius that knows how to build strong relationships with shops by creating continuous win-win situations. And most of all, someone who thinks we could also have made our point in 1 sentence.

What will be in your bowl?

Trade & shopper, that doesn't need so much explanation, does it? Anyhow, here is what we see a trade & shopper marketing doing at Edgard & Cooper:

- Recommend and implement clear in-store guidelines based on shopper insights coming from shop experiments and existing market knowledge.
- Deliver the retail activation strategy, managing the national calendar of promotions and product events.
- Develop and execute trade actions including pricing, sales estimates, operations liaison and POS development.
- Review product ranges based on sales data & shopper insights and align with sales for the right mix.
- We're a start-up, you're a trade & shopper marketeer - life is full of surprises, so we might throw in some other commercial and fun stuff to do.

Give us a shout if this sounds like you! – maaike@edgardcooper.com

Skills & tricks

- You master trade & shopper marketing thanks to your minimum 2 year experience.
- A commercial mindset is needed and you should be able to think in terms of the customer journey.
- Strong analytical skills and excellent knowledge of Excel. Having worked with PowerBi is a plus.
- We're an international company, you need to be great with English, but obviously also with Dutch & French.
- Be cool, but also be warm

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.

