



## HEAD CUSTOMER ACTIVATION MANAGER BENELUX/FRANCE

Do you want responsibility for the entire brand activation department and develop disruptive field marketing plans for a natural+ petfood brand? Commercial mindset & dog-lover? Does the launch of a student brand manager program sound like a challenge? If so, we have the perfect opportunity for you to drive the awareness of Edgard & Cooper as the natural+ dogfood brand!

Woof, did you hear about Edgard & Cooper yet? The very first dry dog food in the world made with 100% fresh meat, tasty veggies, berries, fruits and herbs straight out of nature. After just 1.5 year of trading, more than 1000 shops in Europe stock our fresh product. We've decided that we want to reach more dogs with fresh kibble in those stores so we are looking for some new faces that will create engaging customer activation programs making the brand known to pet parents and B-to-B customers.

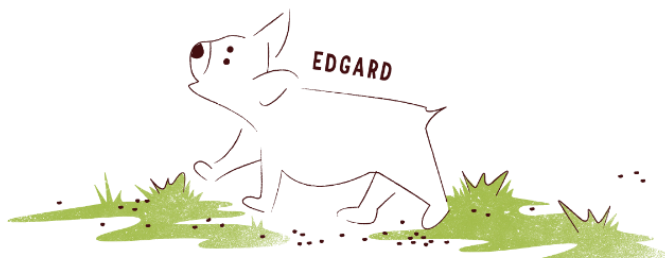
### Our Goal: to become the number one aspiration, natural+ dog food brand!

The most exciting thing about working at Edgard & Cooper is the fantastic young and close-nit team culture. We pledge to challenge you in ways that 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 and look forward to going to the office every day!



### What makes Edgard & Cooper different?

1. We make our healthy delicious kibbles with 100% fresh meat and 0% meat meal or dehydrated meats.
2. Every bowl bursts with tasty veggies, berries, herbs giving you all the vitamins, minerals and antioxidants you need to keep your healthy nose to tail.
3. To lower our paw print, we use 100% biodegradable packaging with water based inks.
4. Doing it for the dogs! Every year we give... 10% of our profits to anima charities to help other dogs less fortunate than us to find new homes or eat a deliciously nutritious meal.



## ROLE DESCRIPTION

We are looking for a head customer activation manager to manage the brand activation process for our customers. You will work together with marketing and sales teams and help meeting sales targets by bringing new pet parents to the brand. Your expertise allows you to develop creative activation campaigns that drive shopper conversion at our stockists. Customers can include independent shops, larger retail chains and digital channels, therefore you are flexible and comfortable with a fast moving omni-channel retail environment.

To be successful in this role, you should have previous experience developing customer activation campaigns or creative shopper marketing campaigns. You love to work with people and have the skills and eagerness to work in teams and create your own miniature activation company within an intra-preneurial environment. If you are motivated and results-driven, and enjoy working in a consumer goods environment, we'd like to meet you.

## Key Responsibilities;

- Develop activation plans that increase shopper conversion to EdgardCooper. Think outside the box and come up with unseen activations in the pet industry. Think big!
- Work in depth with sales on understanding and creating activation opportunities within retailers which ultimately increase the category performance.
- Lead activation process from A-Z; From discussing creative briefs with marketing creative department to developing in-store point of sale materials whilst keeping an eye on budgets and timing.
- Present your activation campaigns to management, inclusive all KPI's to measure activation effectiveness.
- Ensure that investments are used in the best way and analyze best activation methods.
- Your experience is indispensable at trade shows and events where you will create event activation campaigns.
- Launch a student brand manager program and increase activation capacity by doing.

Things move fast at our company so you will need to pick up things quickly and come up with creative solutions yourself when needed. If you see yourself fitting in a passionate team that is on a fresh mission, then send your resume to [jurgen@edgardcooper.com](mailto:jurgen@edgardcooper.com) and surprise us with a cover letter that sets you apart and bring 1 customer activation idea to the table... We look forward to meeting you!



## SKILLS

- Proven work experience driving sales using activation ideas across different distribution channel
- Experience working within FMCG within the Marketing or Sales department
- Hands-on and pro-active attitude
- Understanding of sales principles and ability to deliver excellent customer experience
- Comfortable with data analysis to measure the impact of activation strategies
- Experience managing teams or agencies whilst considering time schedules and budgets
- You think in solutions rather than problems and your positive mindset inspires every department
- Effective presentation skills, high degree of professionalism
- Good time-management skills
- Knowledge of CRM software and MS Office (MS Excel, PowerPoint)
- Bachelor or master degree in a relevant field (Sales, Marketing, Events)
- Relevant language knowledge (Dutch/French/English).

Being a pet parent is a strong plus and of course you love our furry friends as we all do at Edgard & Cooper!

## WHAT WE OFFER

Next to a competitive salary and package in line with your experience 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. You will get a lot of responsibilities, and guidance.

You'll find yourself part of a passionate, professional, results-oriented team helping to improve the health of our pets. We value your ambition and look forward to listening to your career expectations.

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

