CHURCH & DWIGHT CANADA

THE COMPANY:
Church & Dwight Canada is a CPG company with over 30 leading brands in the Household, OTC, and Personal Care and Sexual Health categories. Most of its brands occupy a #1 or #2 share position. Its signature brand is the Arm & Hammer family of products that includes baking soda, laundry, dental care, cat litter, carpet deodorizers and deodorants.

Other well established, high performing Church & Dwight brands include OxiClean, First Response, Trojan, Batiste, Nair, Gravol, Rub A535 and L'il Critters & Vitafusion VMS. The company most recently bolstered its brand roster with the acquisition of brands such as Viviscal, Anusol and Waterpik augmenting portfolios within Personal Care and Health & Well-Being segments respectively.

Position: Category Management Analyst

This position is slated to be a 12-month contract upon date of hire with potential for extension.

Reports to: Category Management Team Lead (Category Management)

Overview: The focus of the Category Management team is to keep the organization informed of our performance in the Market. It also leverages our performance to make strategic recommendations on areas of opportunity and potential challenges.   The team is a key influence in the overall direction of the strategy for both short and long-term growth.

Position Summary: The Category Management Analyst will primarily leverage syndicated Nielsen and retailer POS data accompanied by C&D Consumer research to identify growth opportunities for the Sales and Trade Marketing Teams. The focus will also be on providing data and analysis to drive conversations with our retailer partners and internal task forces.

This role will be responsible for:

- Analyzing various sources of data and gleaning insights and providing recommendations
- Own and maintain effective fact-based reporting tools used by the organization to understand performance and to help grow their business
- The building of presentation material and customization for key retail accounts

- Provide data for category reviews, promotional lift analyses, assortment/distribution projects
- Use syndicated data sources and other market research tools to aid in the identification of issues and opportunities across all categories
- Support methods to improve syndicated data usage internally and externally
- Work with rest of the Category Management team to monitor and build new reports in the Springboard Tableau online reporting tool
- Provide ongoing ad-hoc data support to Category Management, Trade Marketing and Sales teams
- Work with Marketing to support Nielsen database maintenance across all categories

The Ideal Candidate Possesses:

- A university degree in a business or analytics related discipline
- 2-4 years of CPG industry experience is strongly preferred
- Desire to work in a fast-paced and dynamic atmosphere where they have direct influence on decisions
- Strong Microsoft Office skills (Specifically Excel, Access and PowerPoint)
- Strong analytical, problem solving and priority management skills
- Well developed communication skills (written and oral)
- Solid interpersonal skills to work in a team environment
- Creative, organized and detail oriented
- Strong time management skills