



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, Graval, 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.

THE POSITION:

Marketing Manager, OTC

The Over-The-Counter (OTC) business unit is a key engine of growth for C&D Canada with several strong brands encompassing a wide range of categories from pain relievers to vitamins and nutritional supplements. This is an exciting opportunity for an experienced marketing professional who has CPG experience in leading well-known brands in a competitive category.

Sound strategic thinking, detailed analytic and strong leadership skills will be expected as the candidate will be pivotal in developing and executing an aggressive commercial plan for the long-term growth of these brands.

The candidate will lead cross-functional teams, working closely with Trade Marketing, Category Management, Sales, Regulatory and Legal Affairs, Finance and Demand planning, as well as, our International and US brand teams. He or she will also work closely with our agency partners on the brand's creative, media, shopper marketing, and PR. Your solid background in leading CPG companies will help you build winning strategies while leveraging US and international successes and key learnings. This position will report to the Brand Director - OTC.

The successful candidate will:

- Have hands on experience with brand management, including strategic decision making, financial acumen and a strong desire to drive net sales and gross margin
- Develop and execute brand strategy across an integrated commercial plan
- Lead the briefing process and projects across integrated agency team and be accountable for the execution across multiple touch points
- Evaluate new product innovation from Global and develop Canadian innovation needs where required including: category/competitive analysis to validate size of opportunity; consumer and trade validation of product idea; financial metrics
- Run day-to-day operational activities, including P&L management, budgeting and brand volume forecasting
- Become an expert in the market, the business and regulatory environments in which the brand competes to support strategic brand decisions (including pricing, sizing, distribution, product development, category reviews and more)
- Act as voice of the consumer. Leverage custom research, Nielsen data and internal data to identify unmet needs, upcoming trends and growth or defensive strategies

QUALITIES OF THE IDEAL CANDIDATE

- Bachelor of Business and/or MBA
- 3-5 years minimum of marketing experience in brand management or in a similar, related field. Consumer packaged goods experience required. OTC experience preferred
- Prior innovation/new product development experience, new product launches and/or major repositioning of a brand
- Demonstrated ability to generate big new ideas and lead complex, strategic projects through to commercialization; possess powerful analytical skills to quickly identify risks and opportunities
- Ability to effectively collaborate with cross-functional partners and to influence senior leadership across functions
- Positively drives teams to exceed goals on established businesses and new acquisitions.
- Demonstrated understanding and experience of a robust marketing mix
- Can-do attitude, results driven. Motivated to foster team spirit and make an impact to the organization
- Fully accountable and possesses pride in contributing to share, margin, top line sales growth. Strong skills in financial metrics, pricing and forecasting
- Able to translate data and research into meaningful insights
- Literacy in Microsoft Office and ACNielsen Answers