



## **CHURCH & DWIGHT CANADA**

### **THE COMPANY:**

Church & Dwight Canada is a Consumer Packaged Goods company with over 30 leading brands in the Personal Care, Household and OTC categories. Listed on the S&P 500, most of C&D's brands occupy a #1 or #2 share position.

Its signature brand is the Arm & Hammer family of products that include baking soda, laundry detergent, dental care (toothpaste and Spinbrush) and cat litter. Other well-known and successful Church & Dwight brands include Trojan, First Response, OxiClean, Batiste, Nair, Graval, Rub A535, Orajel, Replens, Vitafusion and L'il Critters. The company recently bolstered its brand roster with the acquisitions of the Viviscal Hair Growth System, Toppik Hair Building Fibers, Anusol Hemorrhoid treatments and Waterpik.

### **THE POSITION:**

#### **Assistant Marketing Manager, Personal Care**

The Personal Care division is fast becoming an engine growth for C&D Canada with multitude of high profile strategic brands encompassing Sexual Health, Women's Health, Beauty and Hair Care. The assignment encompasses support on key brands such as Trojan, Batiste, First Response, Nair, Replens and Rephrase. This is a dynamic opportunity for an up and coming marketer looking to further solidify their experience in supporting brands in highly competitive categories.

Your background from a leading CPG company will help you support Marketing Managers to build winning strategies and provide assistance in the operation of the brands while leveraging US and International successes and key learnings. This position will report to a Marketing Manager.

The candidate will work closely with all internal cross functional counterparts such as Quality & Regulatory Affairs, R&D, Trade Marketing, Finance, Supply Chain and our International teams. You will also work closely with our integrated agency partners on the execution of the brand's Creative, Media, Shopper Marketing, PR and where applicable, Health Care Professionals activities.

**The successful candidate will:**

- Assist in the development and commercialization of new product pipelines, including support advancing products through the sku approval and Stage Gate process as well as sku discontinuation recommendations
- Assist in the assessment and provide recommendation against new product growth opportunities (category/competitive analysis and consumer, finance, trade, R&D, regulatory and operations validations)
- Liaise with external agency partners to support the execution of the integrated consumer, shopper marketing, public relations and health care professional marketing plan and tactics
- Support artwork development and run outs working with packaging partners through key milestones of briefing, artwork development, separations as well as internal supply chain to facilitate transitions
- Undertake brand performance, campaign/promotion ROI and post-mortem analyses, supported by a clear recommended plan of action
- Assist in budget tracking, forecasting and reconciliation and the input and processing of estimates
- Acclimatize his or herself with the retail, competitive and regulatory environments to support analytics and strategic business decisions (pricing, sizing, distribution, product development, claims development, category reviews and more)

**QUALITIES OF THE IDEAL CANDIDATE**

- Bachelor of Business and/or MBA required
- 1-2 years minimum experience in a CPG marketing environment. Demonstrated understanding and experience with the marketing mix
- Ability to effectively communicate, collaborate and influence cross-functional partners to deliver on deadlines
- Can-do attitude, results driven. Motivated to foster team spirit and make an impact to the organization
- Accountable and possesses pride in contributing to share, margin, top line sales growth
- Strong analytical thinking and interest in building financial acumen (analyses, pricing, forecasting, etc)
- Able to translate data and research into meaningful insights and recommendations
- Able to manage multiple projects and deadlines in a fast paced environment
- Literacy in Microsoft Office and ACNielsen Answers