



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:

Marketing Manager, Women's Health (First Response, Nair, Replens, Rephrase, Pre-Seed)

This position is slated to be a 14-month contract upon date of hire with potential for extension.

The Personal Care SBU is fast becoming an engine of growth for C&D Canada with several highly profitable brands encompassing Hair Care & Beauty, Women's and Sexual Health. This is an exciting opportunity for an experienced marketing professional who has strong strategic thinking, consumer communications and CPG experience in leading a high profile brand 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 expansion of this brand.

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, PR and where applicable Health Care Practitioner plans. 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- Personal Care.

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 identify 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 & 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 required
- 5-7 years minimum of marketing experience in brand management. Consumer packaged goods experience required
- 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 as well as 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