



Job Posting: National Business Manager, Waterpik

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.

Waterpik, Inc., a wholly owned subsidiary of Church & Dwight, has been a leader in developing personal and oral health care products for the entire family since 1962. We have acquired many patents for our innovations, and Waterpik® products are recognized for award- winning design and technology. We are currently searching for a National Business Manager

Overview:

Direct and manage the sales process for defined accounts in Mass, Drug and DIY; ensuring all Waterpik goals and objectives are being executed and accomplished. Accounts could include but are not exclusive to Walmart, Shoppers Drug Mart, Rexall, Home Depot, Canadian Tire and Home Hardware. There will be a travel component of 15-25% to the US and Canada for trade shows and US head office visits.

Responsibilities:

- Develop and implement annual business plans for the achievement of volume objectives, trade spending requirements and priorities which are consistent with C&D/Waterpik brand and corporate strategies
- Work collaboratively with Customer, Team Leader, Marketing, Finance, Supply Chain and other internal stakeholders, to identify, develop and execute business building plans for the account
- Achieve full line distribution for all Waterpik products with emphasis on maximizing product volume and margin contribution
- Coordinate and communicate all relevant account program with buyers and accounts that include merchandising, pricing, distribution, planograms assortments
- Report on all competitive and required information on a timely basis (ie. Weekly, Qtrly Reviews)
- Provide forecasting information to the demand planning team through ongoing Shipment, Inventory and POS analysis for meeting forecast accuracy objectives
- Lead development and execution of joint business plans relative to assigned categories and accounts
- Leverage insights to influence customer category strategy and decision making

Qualifications:

- Bachelor's Degree Required
- Must have a minimum 3 - 5 years of CPG sales experience, preferably with Walmart, Shoppers Drug Mart and other National retailers. DIY channel experience is a plus
- Proficient in Excel, PowerPoint, Syndicated POS Data, Siebel (or other forecasting tool)
- Strong strategic negotiation and influence selling skills
- Solid communication and presentation skills (JBP experience is preferred)
- Strong demonstrated abilities in the interpretation and extraction of Nielsen data

The ideal candidate will possess strengths in core competencies such as; strategic thinking, decision quality, dealing with ambiguity, priority setting, communication skills and be a team player.

