



## Category (Brand) Manager

**Reporting to:** Head of Categories

**Department:** Marketing

### Company Background

The Company of Animals is a leading developer, manufacturer, and master distributor of pet accessories worldwide, supplying a variety of distributor, veterinary and retail accounts.

Our goal is to enhance the lives of pets and their owners. We aim to do this by utilizing our 40+ years in animal training and behavior to provide simple, effective, and kind products and education to pet owners all over the world. It is our belief that all common pet-ownership challenges can be simply overcome with the right products and advice.

Widely recognised for its product innovation and award-winning brands, the Company of Animals' impressive portfolio includes Pet Corrector™, Halti®, Pet Head®, Baskerville and CLIX®. The Company of Animals is a privately-owned company with sales in over 50 countries, and with offices in Surrey, UK, Denver, CO. USA and Melbourne, Australia along with distribution centres in UK, USA, Australia, and China.

### Position Overview

With ambitious growth plans, the Company of Animals is now recruiting a Category Manager responsible for the strategy and leadership of the health & hygiene category which includes brands such as Pet Head and Arm & Hammer, offering the unique opportunity to work globally to develop a clear strategy to drive NPD, consumer/trade marketing plans and execute these across all key territories. This role will have an Assistant Category Manager report.

### Job Responsibilities:

- Work with key stakeholders to review and drive the Health & Hygiene category performance across key territories.
  - Develop yearly brand plans & budgets, report on KPIs by brand working with the commercial and operations teams on budget and production.
  - Establish ongoing competitor audits and reporting mechanism to the business on positioning, pricing, promotion launches, advertising, in-store activity, and social media.
- NPD/EPD project leadership, working with the manufacturer, product development, sales, and operation colleagues:
  - Provide and share data and insights to guide product lifecycle management and investment decisions.
  - Define and develop differentiated USPs for each range.
  - Drive the continuous improvement on product and packaging.
  - Lead timeline and new product launches from concept to global implementation.



- Deliver go-to-market packages providing relevant trade communication and assets supporting tactical execution.
  - Develop selling in materials tailoring global strategy to each key region.
  - Support the creation of key accounts promotional plans to drive consumer sales.
  - Work with the internal graphic designers and/or external agencies to timely deliver impactful assets.
- Develop effective consumer marketing plans and manage their implementation across key regions.
  - Create and implement brand/product campaigns for Pet Head.
  - Create marketing assets such as 'how to' guides, catalogue content, product photography and promotional materials, briefing graphic designer or external agencies as required.
  - Share best practise and learnings, analyse monthly sales, by product and channel, to help assess the impact of specific marketing programmes and learnings.
  - Work with the Digital department and/or external agencies to drive and implement PR initiatives and digital campaigns.

### **Key Competencies**

- BS/BA Degree preferred (ideally in Business/Marketing)
- Minimum 5 years product management, proposition development, product life cycle management and execution experience
- Experience in Consumer-Packaged Goods (CPG), personal care or in the pet industry.
- A proven track record in launching new products with retailers.
- Experience in Consumer-Packaged Goods (CPG), personal care or in the pet industry is highly preferred along with experience in consumer & trade marketing plan creation with global execution.
- Brand launches / re-launches / re-branding / packaging with the ability to work on multiple projects at once.
- Excellent communication and presentation skills.
- Have a love of animals.
- Ability to travel overseas when required.