

Associate Brand Manager

About us:

Hartz has been a leading brand in pet care for over 93 years. The Hartz brand has a high consumer awareness level and is considered one of the most trusted brands in the US. Hartz holds category leadership position in most categories in which it competes, including Wet Cat Treats, Flea & Tick treatment, Dog Pads, Natural Dog Treats, Grooming, and Toys.

At Hartz, we truly understand the important relationship between consumers and their pets, and we provide products that make this relationship more rewarding and fun. We emphasize category driving innovation to stay on the leading edge of superior pet care – so all pets can have a healthier, happier, and longer life!

The role ...

In this role you will be responsible for assisting the Brand Manager/Director in the development and execution of marketing and innovation/renovation plans that deliver sales, market share, and profit growth targets for their category. You will also be accountable for developing deep understanding and insight into the category, consumer, competitor, customer, channel dynamics, and the internal P&L.

If you are as passionate about Pets as we are, and would like to make a real difference as a part of a winning team then we want to hear from you! This position is located at our Secaucus, NJ corporate headquarters.

You will ...

- Assist in the identification and development of new products, product improvements, packaging improvements, and line extensions, 3C/4P analysis, and development, partnering with R&D
- Analyze and summarize the results of market research and POS data
- Monitor and analyze sales performance key drivers (POS-based and internal shipments), and develop accurate forecasts
- Develop insightful, clear, impactful sales presentations to support new products and educate on category trends/consumer understanding
- Maintain knowledge of the key competitive activity, new products, product improvements, and market/channel trends within the category to keep competitive.
- Maintain a basic understanding of overall pet care/market trends shaping the industry
- Assist in S.K.U. portfolio management for the category and inventory, working closely with a cross-functional team
- Assist in the execution of consumer communication / promotional support, working with Hartz agency of record on 360-degree consumer activation

- Provide support to the cross-functional project team to execute plans, and provide direction on day to day management of business issues and opportunities.
- Provide support to forecast volume and work through S&OP process in conjunction with Sales, Operations Planning, and other parties
- Develops P&L's for new items / existing items to evaluate pricing/cost/trade support changes
- Work closely with Marketing Coordinator in development/approval of packaging design
- Develop materials to execute consumer market research studies
- Help maintain IRI database integrity for their category

You'll have ...

- Bachelor's Degree in Marketing, business, or a related field is required
- A minimum of 2 years' experience in Consumer Packaged Goods (CPG) Brand Management
- Working knowledge of IRI/Nielsen POS and Panel Data
- Experience conducting market research and P&L analysis
- Proficient in Microsoft Office Suite programs

We offer ...

- Competitive compensation and generous employee benefits!

If this sounds like a good match and you want to learn more about this exciting role, please get in touch with us today!

Hartz is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to sex, gender identity, sexual orientation, race, color, religion, national origin, disability, protected veteran status, age or any other characteristic protected by law.