



Brand Manager, International

Iovate is the maker of the MuscleTech family of products and the leader in the sports nutrition, diet and health supplements industry.

Opportunity:

Due to our rapid growth, Iovate Health Sciences International Inc. has an exciting new opportunity for two **Brand Managers** to work within the Marketing team. The Brand Manager, International is responsible for managing the health (volumes, turnover and equity) of the brand for which he/she works. A Brand Manager, International will thoroughly understand and analyze the business, and then use this to develop and execute an effective marketing plan that will grow his/her business in each respective market. Brand Managers will also be required to regularly analyze business results by doing financial and competitive research. Additional responsibilities include:

- Category leadership; communication with the Director, Brand Management, Director, International Sales and Chief Marketing Officer
- Development of key category, key markets and brand strategies (marketing plans and throughout the year) with alignment of the International Sales team and Director, Brand Management
- Ensuring category and market objectives are met, i.e. new product innovation (agreed with marketing plan)
- Ensure brand and category analytics/research
- Market Research
 - External focus through marketing research, Competitive Intelligence
 - Leading brand analytics, SOM analysis, category measures
 - Managing external market research in support of brand marketing plans, i.e. new product innovation research (focus groups, etc.)
- Processes:
 - Support the new CPG brand processes with marketing plan templates, etc.
 - Track performance of brands included with respective brand category

Bottom Line Accountability: improvement in category and respective brands' market shares, sales volume, profit

- Advertising - creative brief development, packaging, print, TV, radio, other creative unit clearance, commercial production and media planning (working with media manager and creative director)
- Promotion – promotion, pricing strategy and execution in concert with the sales team
- Complex Business and Financial Analysis

Required Skills and Qualifications:

The successful candidate for this role will have highly developed quantitative business analysis skills (preferably an MBA), a strong understanding of **the Diet and Sports markets**, and the ability to effectively interact and coordinate activities with both the Sales and Operations teams. This individual will help develop and analyze sales programs, and will help investigate formula adjustments that yield improved margins while maintaining or enhancing product quality.

- Post-Secondary Education in the area of Business Administration and/or Sales or Marketing
- 5+ years of proven, strong brand marketing and sales experience in a **CPG environment**
- Excellent grammar in verbal and written communication skills
- Excellent skills with both internal and external customers/vendors/clients
- Ability to take direction
- Comprehensive understanding of Iovate product line (learned)
- Ability to affect a number of tasks in a time sensitive manner

- Works effectively independently and in a team environment
- Pleasing disposition, self-motivated
- Keen to learn and keep up with new technology
- Organized and innovative
- Stress management skills
- Proficient in Microsoft operating systems including MS Office

Culture:

Located in Oakville, Ontario, Canada, we offer a dynamic, progressive, team based environment. We have on-site premium fitness facilities and encourage a healthy lifestyle. We also offer a comprehensive benefits package and the opportunity to grow with us.

We're interested in learning more about you and appreciate you taking the time to apply in confidence to: careers@iovate.com. If you are a person with a disability and require accommodation in order to successfully submit an application, please email us to make your accommodation request.

iovate Health Sciences International Inc. is an equal opportunity employer.