



Crown Laboratories, Inc., an established Dermatology and Aesthetics Company, and the makers of Blue Lizard Australian Sunscreen, is looking for an **experienced Ecommerce Manager**. The fastest growing mineral-based sunscreen brand in America, Blue Lizard Australian Sunscreen boasts an award-winning sunscreen portfolio that has been dermatologists recommended for over 20 years. Blue Lizard Australian Sunscreen has a robust and expanding national retail footprint and a large, highly-engaged following of brand loyalists.

Blue Lizard Australian Sunscreen was born in Australia--where sunscreen standards are the highest in the world--but is headquartered and manufactured in Johnson City, TN and part of the Crown Laboratories, Inc. portfolio of therapeutic skin care products.

Crown Laboratories, Inc. is a fully integrated, specialty pharmaceutical company, focused in dermatology and committed to developing and providing a diverse portfolio of pharmaceutical and consumer products that improve the quality of life for its customers.

Ecommerce Manager, Blue Lizard Australian Sunscreen

Overview:

The Ecommerce Manager will oversee all aspects of building and growing brand revenue on a variety of ecommerce platforms both company and affiliated partners (amazon, walmart/jet, etc.). This position is responsible for leading the day-to-day activities associated with budgeting, development, implementation, monitoring and evaluation of all marketing programs, their ability to drive sales, and customer ROI. The successful candidate will have demonstrated competencies in marketing, analytics, and the ability to sell brand proposition to select partners.

Responsibilities:

- Measure and report performance of the internal / external partner ecommerce sites against established KPIs and goals
- Seek ways to improve the conversion rate of the ecommerce sites through performance improvements in the conversion funnel and related site content
- Manage the offsite seller ratings and onsite reviews, to include rating and reviews acquisition strategies
- Plan, execute and measure conversion funnel tests, A/B testing of high trafficked landing pages
- Analyze the experience of customers across channels and touch points, through the utilization of web analytic and CRM data, and determine how those paths to purchase can be improved
- Improve the bounce and exit rates of internal search results
- Evaluate emerging technologies and vendors and provide recommendations for adoption
- Drive ecommerce sales on partner ecommerce sites through content improvements and tailored marketing strategy

- Collaborate with internal stakeholders, vendor partners and agencies on site enhancements and projects
- Optimize current Shopify Ecommerce platform; with the ability to provide and own recommendation on new platform

Qualifications/Requirements:

- 3+ years of a combination of consumer marketing and digital marketing experience with ecommerce platforms, including selling brand proposition to ecommerce retailers
- Experience executing A/B and MVT tests online, including ideation, execution, and reporting
- Technical knowledge on building and modifying web pages and a demonstrated understanding of how A/B testing and web analytics tools work
- Familiarity with CMS platforms and proven ability to translate business needs to implementation
- Strong record of accomplishment of developing customer driven web features and functionality; knowledge of Shopify platform and analytics a plus
- Strong written, oral communication, and presentation skills and the experience to efficiently plan, prioritize, and manage numerous tasks simultaneously
- Proven self-starter who can identify new opportunities, analyze an opportunity, and develop tactics/strategies to drive growth
- Ability to travel up to 20%

Education Requirements:

- BA/BS Degree in Marketing / Business
- MBA strongly preferred

If you are interested in working for Crown Laboratories, Inc. please fill out an application [HERE](#).