



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.

Brand Marketing Specialist

Overview:

The Brand Marketing Specialist is responsible for managing and implementing short and long-term business strategies and tactics to effectively support commercialization, profit margin and business plan objectives for assigned product line. Additional responsibilities include marketing strategy, marketing/business plan development, communication strategy and execution, financial management, project management, and marketing budget administration.

Responsibilities:

- Create and implement HCP and Consumer marketing strategies, programs, and initiatives to support the product line
- Drive product positioning, and competitive selling/communication strategies for priority initiatives
- Develop and execute national retail plan and tactics to effectively communicate, promote and sell the product positioning to patients/consumers
- Collaborate with Finance to set market share and revenue targets, and Supply Chain to manage demand forecasting and inventory
- Collaborate with Market Analytics to coordinate market evaluation testing and data analysis, including the use of retail data services such as Nielsen
- Lead project teams focused on execution of program initiatives. Key stakeholders include customers and consumers, Field Sales, R&D, Regulatory Affairs, Manufacturing, Public Affairs, Executive Management, and external vendors or agencies
- Administer marketing budget

Qualifications/Requirements:

- 2+ years of progressively responsible Marketing product/brand management experience in either health care/OTC marketing, or consumer package goods marketing
- A strong grasp of core marketing concepts and successful track record of their application, including KPI measurement, equity development, retail marketing, and market research assessment
- Demonstrated effective leadership competencies, including leadership in project management
- Strong communication and presentation skills with the proven ability to interact directly with commercial leadership to drive strategy and investment decisions
- Ability to collaborate with cross-functional teams to attain business objectives
- Strong analytical skills including business and financial management
- Ability to travel up to 20%

Education Requirements:

- BA/BS Degree in Marketing
- MBA strongly preferred

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