



Crown Laboratories, Inc.



Crown Laboratories, Inc., an established Dermatology and Aesthetics Company, and the makers of Blue Lizard Australian Sunscreen, is looking for an **experienced Digital Marketing 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.

Position: Digital Marketing Manager

Overview:

The Digital Marketing Manager will oversee all aspects of Blue Lizard Australian Sunscreen's digital and social media marketing footprint which spans consumer, patient and health care practitioner. The successful candidate will be able to plan content strategies based on social media and marketing trends and by using analytical tools and analysis. This position requires up to 20% travel.

Responsibilities:

Digital Marketing

- Strategically grow Blue Lizard's social media presence through the development of comprehensive SM marketing plans.
- Oversee content planning and engagement strategies tailored to individual social platforms.
- Develop and implement amazon.com strategy leveraging their AMS platform.
- Identify and connect with influencers and online brand ambassadors across all channels and work with them to develop on-brand digital content.
- Manage social communities by listening, responding and leading conversations to organically grow online consumer engagement.
- Monitor digital channels for consumer feedback related to all aspects of the business.
- Work and align with key cross-functional partners across the company to ensure messaging alignment and collaboration.
- Develop paid social activations
- Define KPIs for measuring success
- Define social media best practices

Media Coordination

- Translate brand and key messages into packaged media concepts that get relevant to talk or write about the brand.
- Provide media outreach support, leverage social media to identify appropriate targets.

Data Analysis and Reporting

- Develop methodology for monitoring the effectiveness of campaigns and their impact on business results.
- Track, analyze and report website, email and social media performance by using analytical analysis and tools.
- Develop and evolve online marketing strategies based on data analysis and findings.

Qualifications/Requirements:

- Bachelor's Degree in relevant area.
- 2 years of experience in social media or digital marketing with a cutting-edge social media agency or for a consumer brand.
- 5+ years of demonstrated progressive success with substantial experience in social media or digital marketing.
- Content strategy and planning experience
- Excellent grasp on AP style, error-free writing and ability to develop a strong brand voice.
- Fluency using computer design programs and a keen creative eye.
- Competency in photography.
- Ability to influence others.
- Experience using social media management tools
- Understanding of public relations and best practices
- Experience using social media analytical tools
- Proven ability to create top top-to-bottom funnel performance reports including audience, targeting, conversion, and content insights.
- Ability to travel up to 20% which may include weekends.

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