



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 Social Media Specialist**. 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: Social Media Specialist

Overview:

The Social Media Specialist for Blue Lizard Australian Sunscreen will interact with targeted virtual communities and selected marketing activation programs spanning consumer events, sport verticals and health care partners. You must be able to create consistent, meaningful content on all social media platforms as well as act quickly and gracefully to resolve any customer complaints or criticisms posted on social media. This position requires up to 20% travel.

Responsibilities:

- Build and execute brand directed social media strategy through research, benchmarking, messaging, and audience identification
- Consult regularly with the marketing and creative staff to define (and redefine) social strategy in the rapidly shifting social space
- Identify new trends and products in social media, and test and advocate for change as needed
- Create, collaborate and communicate on social channel strategies, including goal setting, current platform trends and future platform exploration
- Write, develop, and strategize online content production and scheduling
- Assist with crisis communication and brand reputation management (bad reviews and negative news communication).
- Listen to audience and advocate for Blue Lizard Australian Sunscreen on social media as a subject matter expert.
- Generate, edit, publish, and share content daily (original text, images, video, and HTML)
- Build meaningful connections and encourage community members through dialog and messaging

- Create and maintain company social media pages and profiles
- Moderate user-generated content and messages appropriately, based on company and community policies, across all social platforms
- Create and implement social media marketing plan and editorial calendar
- Track and analyze analytics reports to gain insight on traffic, demographics, and effectiveness; utilize this information to positively affect future outcomes
- Collaborate with other departments to manage company reputation, coordinate promotions, and increase reach

Qualifications/Requirements:

- Bachelor's degree in marketing, communication, or related field
- 2+ years' experience in digital marketing and social media
- Strong familiarity with the business applications of social media platforms (Facebook, Twitter, YouTube, LinkedIn, etc.)
- Demonstrable AP Style expertise, error-free writing and ability to develop a strong brand voice
- Familiarity with industry-leading business, digital and creative suites.
- Discerning creative eye and photography experience.
- Knowledge of project management and web design best practices
- Understanding of social media metrics; able to interpret the results and take action to increase effectiveness of social media campaigns
- Strong written and verbal communication skills
- 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](#).