



Crown Laboratories, Inc.

Vice President Global Creative

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Position Location: New York, NY

Reporting to the President Consumer Brands and working directly with the Vice President Global Marketing

Responsibilities

Lead Creative

- Work across our portfolio of brands to establish and maintain brand voices, ensuring brand consistency across all marketing, outreach, pitches, internal / external communications and on pack
- In consultancy with VL Global Marketing and President Consumer Brands, lead the creative vision for all products and storytelling
- Inspire team members - whether part of the Design department or not - to aspire to beautifully designed products that fulfill the wants and needs of end users
- Ensure a high level of quality across all projects by iterating on design and UX best practices
- Be dialed in on all current projects in order to provide informed recommendations; be a high-level stakeholder/escalation point for design across all portfolio brands
- Move between contributing to high-level product decisions and understanding the low-level impact of those discussions
- Be responsible for design team's output including:
 - Packaging (primary & secondary)
 - Art direction (product photography, model photography and all brand assets)
 - Video art direction (product how to and brand videos)
 - Digital (website, banners, eblasts and social content)
 - DTC items (postcards, business cards, print materials)
 - Store Merchandising (lightboxes, fixture design, endcaps, shelf strips)
 - Events (stand build design, display assets etc.)

Lead Design Department

- Ensure the Design team is set up for success with access to the tools, learning and teaching opportunities necessary to grow in their career
- Be a leader and role model for the business core values and maintain an environment where team members are inspired and held accountable; encourage direct reports to deliver ongoing feedback

Lead Design Strategy

- Lead the evolution of design by identifying and developing new capabilities that grow and challenge team members while supporting business growth
- Define the strategy for our Design department's future by thinking critically about key skill sets and backgrounds to add to the team
- Actively engage in new business efforts for the company and ensure the Design team is represented in all new business conversations
- Stay current on and share industry trends and best practices and share insights across key business units and stakeholders

Skills and Experience

- 10+ years' experience across all areas of brand design, with roles of increasing levels of responsibility and complexity
- At least 5 years' experience leading and managing a large team, with a focus on best practices and quality work
- Demonstrated understanding and deployment of design fundamentals and methodologies
- Exceptional professional presence; proven ability to influence others and develop collaborative relationships, especially with those outside of the design discipline
- Smart, concise, thoughtful communication skills in all business interactions; ability to effectively lead meetings and presentations; proven ability to provide constructive feedback across disciplines
- Bachelor's Degree (or equivalent degree) in Graphic Design or related fields