



Crown Laboratories, along with our affiliated companies, has a long-standing heritage in skin care, and we are passionate about providing consumers and clinicians with innovative solutions for the skin. As our mission states, we are committed to developing and providing a diverse portfolio of pharmaceutical and consumer products that improve the quality of life for our customers.

With consumer brands like Blue Lizard Australian Sunscreen, Vita Liberata, and more, we offer best-in-class sunscreens, self-tanning lotions, moisturizers, cleansers, oral care products, and aesthetics. Our prescription products provide healthcare professionals with solutions for managing a variety of skin conditions. We are excited about our future, as we grow to become an innovative leader in the dermatology, skin care, and aesthetics industries while enriching the lives we touch.

We are currently recruiting for an Inbound Marketing Specialist to play a critical role within our Blue Lizard Australian Sunscreen brand marketing team who generates lead converting content on a daily basis. This team member is a highly-competent marketing writer and editor, using analytics and automation to make decisions and refine tactics, targeting and voice. The Inbound Marketing Specialist interfaces with other team members to generate content ideas, maintain the content calendar and present a consistent brand voice and story that appeals to the target audience.

Job Duties

- Write, edit, post and proof captivating content to serve a wide variety of audiences on a daily basis
- Develop messaging for lead generation (email, web and social media)
- Generate strategic editorial content ideas and work with Inbound Marketing Manager and Digital Marketing team to plan a collaborative, rich content/editorial calendar
- Create high-quality, on brand and strategy-driven content for:
 - Blogs
 - E-mail/E-newsletters
 - Websites
 - Various integrated marketing campaign touchpoints (digital and print)
- Grow email and owned media subscriber base by creating content that's aligned with audience needs and interests
- Work with graphic design team to ensure visuals coincide with copy, bringing concepts to life
- Grow pipeline by converting traffic through calls-to-action, landing pages and lead generation content (including offers)
- Convert through marketing automation and optimize the lead nurturing process
- Segment lists based on behaviors like past email engagement and website interactions (content downloads, site page visits, etc.)
- Develop email campaigns, including the template designs, landing pages, calls-to-action and content used in our email sends
- Establish closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to convert customers
- Measure and report performance of all digital marketing campaigns and assess against goals
- Work closely with SEO team to distribute keyword-optimized content and drive organic traffic
- Be involved in any company trade shows and events
- Develop an intimate knowledge of the brand, and interface with Regulatory team to ensure content is accurate and regulatory-compliant

Requirements

- A Bachelor's degree in marketing, business, journalism or relevant field
- Excellent communication, creative thinking and research skills, with an ability to use data to drive creative decisions

- Strong writing and written communication skills for varied marketing content
- Familiarity with AP Style preferred
- Basic knowledge of Adobe Creative Suite (Photoshop, InDesign and Illustrator) preferred
- Prior experience with Google Analytics, AdWords, Moz, Facebook Ads Manager and other related tools
- Marketing experience on a fast-paced team or in an agency setting
- Prior HTML/CSS, Wordpress, SEO and web design basics experience preferred
- 1+ years of experience working with MailChimp or marketing automation tools preferred
- Proficiency in marketing automation in order to generate traffic, convert visitors into leads, and then nurture them (using dynamic workflows) into converted customers

NOTE: This job profile is intended to provide an overview of expected job duties and requirements. It is not intended to be a contract of employment, explicit or implicit. All contents are subject to change at the sole discretion of the company. Cooperation is expected of all employees. Other duties may be assigned as needed.

We offer a competitive benefits package including vacation, medical, dental, vision, short/long term disability and 401(k) w/match.

an Equal Opportunity Employer

For other career opportunities, please visit our careers page:
<https://www.crownlaboratories.com/employment-opportunities/>

To learn more about our company and our brands, please visit our websites:

www.crownlaboratories.com
www.bluelizard.net
www.vitaliberata.com
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