



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 and oral care products. Our prescription products provide healthcare professionals with solutions for managing a variety of skin conditions. With the recent addition of Bellus Medical, we are now a leading innovator in aesthetics. 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 experienced Brand Manager for our Acne and Therapeutic Skin Care product range, who will be responsible the managing and implementing short and long term business tactics and strategies to effectively support commercialization, profit margin and business plan objectives for assigned products. Additional responsibilities include strategy development to support brand renovation to reinvention, new product development, marketing/business plan development, financial management, project management and AP&G (Advertising, Promotions and Gratis) budget administration.

Main Accountabilities

- Create and implement all marketing activity associated with the assigned brands.
- Develop and provide strategic planning and commercial input to the development of the product line. Direct the analysis of the business; oversee the identification of key segment business drivers, priorities and growth opportunities.
- Establish marketing strategies for product(s) including advertising/promotions, pricing strategy, distribution channel management, product development, tactical plan development and execution.
- Participate in the development of business plans, identify areas of concern and make recommendations on marketing programs to address changes in the marketplace.
- Develop and execute marketing programs that drive brand equity and growth, with both consumer and patients; with a strong focus on digital and social marketing mix drivers.
- Determine and manage the allocation of brand budget to maximize ROI.
- Develop and execute financial models, market distribution and launch plans, pricing strategy, distribution/service strategy, situation analysis and assessment of opportunities, deep understanding of emerging marketplace and competitive activities, advisory boards and focus groups.
- Assess new platforms and potential market expansion opportunities.
- Drive product positioning and competitive selling strategies, as well as, provide leadership in managing retail distribution, market share and sales revenue.
- Manage the development of marketing and sales aid/promotional materials for field sales to effectively promote and sell the product. Manage promotional materials to establish product branding and messaging.
- Present product and marketing programs to senior leadership, customers and agency partners.
- Oversee the development of unique selling proposition, including market research and claims testing.
- Collaborate with internal and external stakeholders to achieve objectives. These groups include external customers, consumers and health care professionals, Field Sales, R&D, Regulatory Affairs, Manufacturing, Logistics, Public Affairs, Marketing and Executive Management and external vendors or agencies.

Job Related Qualification/Skills

Requires any combination of education and experience equivalent to a Bachelor's degree (BA) marketing or related field and 3-5 years of Brand Management or Product development experience, including developing and launching new product categories within a consumer packaged goods or health care product company, with brands driven by health care professional recommendation. MBA and experience with skin care / dermatology products is strongly preferred. Must have at least 2 years progressive experience in strategy, innovation, product and brand management. Additional skills / competencies include:

- Must have strong project management skills.
- Strong analytical and technical skills; comfortable with syndicated data.
- Must have prior budget management accountability and able to make insightful observations that drive profitability. Must be able to tie marketing objectives to overall performance metrics and/or ROI.
- Experience and knowledge of how to merchandise products to drive revenue, including experience driving pricing strategies, product positioning, consumer promotions and executing tactics according to plan are required.
- Project leadership in a cross-functional environment.
- Incumbent must demonstrate strong entrepreneurial aptitude and be solution-focused. A strong sense of urgency and ability to manage numerous projects at one time are required.
- Must have excellent interpersonal, written and oral communication skills to effectively communicate with senior management, retailers (trade contacts), health care professionals, marketing business partners, sales teams and other internal departments. Must be experienced in presenting in front of large audiences and senior executives.
- Competent using MS Office including Microsoft Project
- Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations
- Ability to develop, maintain and manage expense budget.
- Ability to define problems, collect data, establish facts, and draw valid conclusions. Employee must be able to multi-task under pressure.
- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents.
- Ability to effectively make written or oral presentations and respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.

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

www.nkdskn.com

www.bellusmedical.com