

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. 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 **Senior Brand Manager Skin Care**, based at our Johnson City, TN facility which will be responsible for executing all parts of the newly acquired Skin Care brand portfolio including the contribution to the brand strategy and annual plans. The SBM will lead a team of marketers (typically ranging from 1 to 2 Associate Brand Managers (ABM) or Brand Managers (BM)); as well as additional line staff) to drive the annual plans that reflect the brand equity, delivering topline sales and profit growth. The SBM partners with key cross-functional partners such as sales, category management, analytics, finance, regulatory, legal and external agency partners; and is responsible for their brand portfolio from strategy, marketing mix, and tactical execution. This role will have a strong focus on brand renovation to reinvention, including new product development, supporting a three year rolling strategic plan.

Main Accountabilities

- Play a leadership role in the development of the overall brand strategies, including specific consumer segment strategy.
- Accountable for the brand P&L including all line items down to operating profit.
- Responsible for deep understanding of the competitive marketplace to inform and drive differentiated brand strategies and tactics.
- Manage cross-functional partners such as sales, category management, shopper marketing, analytics, finance, regulatory, legal and external agency partners; by enrolling team members on new insights and learning to grow the business.
- Develop relevant communication campaigns that drive brand equity.
- Support and collaborate on public relations, social and digital program development, execution and performance metrics.
- Collaborate with shopper marketing to drive in-store activation including displays and price-promotional strategy.
- Identify and lead specific market and consumer insight research.
- Collaborate and support Ecommerce Manager for marketing recommendations and programs i.e. amazon; blulizard.net, etc.
- Partner with Innovation Launch Excellence manager to deliver on meaningful product innovation and differentiation that drives long term sustainable growth.
- Contribute to annual retailer line-reviews; mid-year reviews and attend key retailer customer presentations.
- Monthly brand business performance reporting as needed.
- Coach and develop direct reports.
- Lead and influence positively across the organization with direct and indirect reports.

QUALIFICATIONS:

- Bachelor's degree (BA) from a four-year college or university or equivalent in marketing or related field. MBA strongly preferred.

- +7 years experience in CPG or OTC business; including brands driven by health care practitioner recommendation as part of overall marketing mix
- Must have 1 to 3 years of personal care / skincare experience
- Demonstrated results in managing brands through renovation to reinvention
- Prior management of direct reports
- Business leader with deep experience managing budgets, expenses, and P&L knowledge
- Experience leading 360 communications campaigns across media channels with a heavy focus on digital and social
- Strategic thinker with ability to rally large cross-functional teams to drive growth
- Driver of results – committed to delivering or exceeding against financial objectives.
- Persuasive communicator, able to effectively make fact-based recommendations to all audiences at multiple levels: senior management, agencies, customers
- Highly analytical, able to measure and track the effectiveness and efficiency of brand strategies, tactics
- Excellent collaborator, able to work across functions and with Global teams
- Innovative marketer. Challenges the status quo and creates new ideas, processes and products. Is experimental and takes calculated risks to gain business advantage.
- Demonstrated brand management expertise (consumer insights through market research, positioning, concept development and validation, advertising and 360 comms development, P&L management).
- Sense of urgency with bias to speed and action.
- Able to prioritize resources and time to focus on big ideas that drive growth.
- Demonstrate a high level of change agility, flexing to deliver on consumer and shopper and retailer trends and needs.
- Good listener, able to listen to consumer and shopper needs as well as senior management asks to then make strategic recommendations that deliver against external and internal needs.
- Strong coach, with track record of mentoring and coaching direct reports to be promotion ready.

To apply click [HERE](#).

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

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