



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 Vice President of Global Marketing who will be responsible for the design, implementation and monitoring of effective global marketing strategies for the Company's portfolio of beauty brands that align with our business goals. Will tailor elements of the strategy based on geographic, regulatory, and cultural norms across disparate global markets.

### **Primary Responsibilities**

- Develop and implement a cohesive marketing plan to drive sales and increase brand awareness.
- Responsible for driving P&L for beauty portfolio
- Represent the brands in a professional and positive manner when interacting with staff, customers, both internal and external partners, and stakeholders.
- Lead new product innovation for a dynamic portfolio of products, including development and implementation comprehensive brand identity along with marketing strategies, tools, and resources.
- Set current and long-term goals for internal teams
- Identify and develop relationships with Key Opinion Leaders in order to support corporate growth initiatives and build brand awareness. Create and maintain a network within the beauty / fashion community and leverage for product development and overall growth of the business.
- Design and review the Marketing department's budget
- Work closely with the Corporate Communications team to build relationships with media and stakeholders through creative PR strategies, and leverage marketing initiatives to create new synergies.
- Monitor all marketing campaigns and improve them when necessary
- Prioritize marketing projects and allocate resources accordingly
- Analyze competitive activity and market trends, customer preferences and habits, pricing and sales channels that identify challenges and opportunities for growth
- Prepare regular reports and presentations on marketing metrics
- Provide guidance and ideas to organize effective marketing events
- Track competitors' activities and assist in the preparation of messaging to ensure the commercial team can effectively position products

### **Requirements**

Any combination of Education and experience equivalent to a BS in Marketing or related discipline, and minimum 5-7 years of progressively responsible Senior Marketing leadership (preferably Senior Brand Manager level or above) for beauty / skin care products. Master's degree (MBA and related) preferred. Must have demonstrated expertise in new product innovation, product line extension, and launch strategies. Must have demonstrated experience in development and implementation of full spectrum marketing plans that support new technology and innovative solutions. Previous P&L responsibility strongly preferred. Experience must include comprehensive knowledge in digital marketing, and the ability to create lead-generating campaigns, promotions, loyalty programs that support sustained growth of the business. Must have strong communication skills, and the ability to influence diverse constituents and stakeholders. Should have strong analytical and project management skills, with proven ability to deliver ROI. Must have a strategic mindset, and the ability to collaborate effectively and capture synergies across multiple business units.

Position may be based in either Johnson City, TN or Dallas, TX.

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*

To apply click [HERE](#).

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 learn more about our products:

[www.crownlaboratories.com](http://www.crownlaboratories.com)

[www.bluelizard.net](http://www.bluelizard.net)

<https://www.sarna-skincare.com>

<https://panoxyl.com>

<http://www.zeasorb.com>

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