

## Pacific Bioscience Laboratories, Inc. – Job Description

# Senior Marketing Manager, Consumer

### SUMMARY

The Senior Marketing Manager, Consumer is responsible for leading, managing and driving all efforts toward economically generating consumer demand (except eCommerce), consistent with the company's overall branding.

### REPORTING

The Senior Marketing Manager, Consumer reports to the Director of Marketing.

### DUTIES AND RESPONSIBILITIES

#### *Corporate Management –*

- Work in partnership with the management team to review and update the PBL strategic plan as needed.
- Work across functional areas to build the business.

#### *Consumer Marketing Management –*

- Own the consumer market (excludes eCommerce)
- Identify, profile and understand all segments of our target consumer market (through appropriate research and analysis)
- Lead all consumer demand-generation activities, including but not limited to:
  - Advertising (includes direct response; excludes online)
  - Public relations
  - Consumer-targeted retail marketing support (selling materials, point of purchase displays)
- Develop innovative merchandising and event strategies, materials, campaigns, ads, presentations, and other programs to maximize efficient retail sell through
- Support Retail and Etail Sales with co-op advertising and promotion activities including print, online, electronic media, and direct mail activities
- Develop and manage the consumer marketing operating budget
- Maintain and communicate strong knowledge of our target consumer market(s)
- Understand and communicate consumer needs and requests to appropriate internal departments

- Monitor competitive products and marketing activities
- Contribute to CLARISONIC brand development and strategy
- Other projects and duties as necessary

*Product Line Management –*

- Lead the continuous development of the PBL product line strategy, both short- and long-term.
- Work with all functional areas to implement the product line strategy.
  - Leverage market research, advisory board, sales force and customer input to identify market trends and new feature / product opportunities
  - Work with R&D and Clinical to bring innovation to market
  - Drive the PBL-wide schedule for all new product releases
- Lead the evolution of all packaging & labeling

**QUALIFICATIONS**

- Ability to communicate effectively, both orally and in writing.
- Strong interpersonal and communication skills.
- Bachelors Degree in Marketing or related field; MBA a plus
- Minimum required experience – 5-10 years consumer beauty / cosmetics / personal healthcare products marketing
- Record of progressive managerial responsibilities and significant accomplishments
- Excellent business relationship skills. Must be a team player able to work with a variety of organizational functions
- Structured and logical, clearly articulating our strategy to customers, internal employees and all stakeholders