

Pacific Bioscience Laboratories, Inc.

Job Description –21 April 2010

Title: Marketing Manager, Packaging and Labeling
Reports to: New Products Manager
Status: Regular, full time

General Description

The Marketing Manager, Packaging and Labeling is responsible for the development and management of packaging and documentation for new and current products, domestic and international. Responsibilities also include promotional packaging/sku opportunities; translations and localized packaging and labeling.

Primary Responsibilities

- Develop beautiful, innovative, functional packaging for new and current products. Includes both primary (bottles, tubes, etc.) and secondary (retail carton) packaging.
- Work with Clinical, R&D, Branding/Creative/PR agencies, and Regulatory to ensure product packaging and labeling meet defined quality standards and reflect supported claims, messaging, trademarks, patents, FDA guidelines and brand standards.
- Work with Manufacturing & Operations on packaging form/function.
- Manage the development and implementation of packaging/documentation for collaborative set, working closely with product/brand/channel partners.
- Be the focal point for sku management for Marketing and Sales Managers.
- Responsible for change management of packaging and product documentation. Work closely with Operations on inventory and change implementation.
 - Ensure product/packaging documentation copy and image integrity and conformance with ASL and legal review. Maintain history of all approvals/revisions.
 - Ensure accurate, consistent, and high quality messaging, communicating a consistent, compelling and brand-appropriate voice.
 - Ensure business continuity planning for future generations.
- Manage localization for global product introductions, including translations, artwork development and modifications, packaging and documentation.
- Manage project and production timelines to ensure timely delivery and implementation of new components and configuration
- Liaise between operations, sales and marketing to ensure effective communication of current product offerings
- Work with vendors to develop creative, meaningful promotional products, including sampling, gift vehicles and sustainable packaging.
- Integrate environmental respect into packaging to minimize our environmental footprint.
- Maintain a strong understanding of the global beauty business; be a pulse point for competitive products.

Job Qualifications

- BS degree in a relevant field. Minimum 4 years experience in packaging, documentation and product development in consumer goods in a marketing/retail environment.
- Proven collaboration skills. Excels in a team-oriented environment, but also can drive progress forward individually.
- Goal-oriented, proactive, able to multi-task. Strong organizational skills and attention to detail.
- Ability to work on projects with little direction. Must be self-motivated, highly organized, high degree of initiative and independence, flexible and detail oriented.
- Ability to manage change and demonstrate proactive, resourceful and creative problem solving skills. Strong analytical thinker, excellent communicator.
- Strong written, oral and presentation communication skills.
- Ability to manage timeline and processes.
- Highly creative with a strong sense of brand awareness.
- High level of accuracy, able to detect inconsistencies and errors.
- Strong interpersonal skills, approachable and flexible.
- Able to work in a fast-paced, fluid environment of entrepreneurial challenge. Passionate, tenacious, and works with a sense of urgency.
- Proficiency with Microsoft Office Suite required. Proficiency with Adobe Photoshop, Illustrator, and InDesign preferred.