

Position Profile:

The Copywriter & Design Coordinator uses their creative talents to provide unique and engaging copy to be used for Curio's portfolio of brand in a variety of sales channels. They also support the Associate Art Director in creative initiatives for photoshoots and tradeshow. As a copywriter, they work as a part of the in-house marketing design team to achieve seasonal launch and campaign objectives through effective brand voice and message strategies to communicate brand strengths in a fresh, memorable, and persuasive way. They create compelling content that drives brand awareness and engagement across a variety of media platforms. Along with their copywriting responsibilities, they enjoy the opportunity to contribute to creative initiatives using hands-on skillsets and creative follow-through to help support our physical creative environments. They are enthusiastic about creating an inspiring visual and storytelling experience for Curio customers and dedicated to growing and evolving our beloved brands through both compelling copy and visual environments.

Work Responsibilities:**Copywriting**

Using content schedule and direction from Brand, Digital and Marketing Design leadership, draft compelling copy for wholesale and digital sales channel assets, including email, social media, catalog, and website content.

Brand Voice, Research and Content

- Master and continue to development Curio brand voices.
- Leverage brand voice to craft clear and compelling copy to support digital and print marketing, as well as product packaging needs – social media, email, website, video, brand collateral, signage, brand guides, and packaging.
- Research and build knowledge of Curio's portfolio of brands, products, and fragrances and effectively communicate this knowledge to our customers through a variety of sales channels.
- Develop hard-hitting, promotional value messaging in diverse styles – including writing short copy for headlines and subheads, and concise, clear informational and promotional copy.
- Stay up to date on trends and best practices related to marketing copy content.

Collaboration

- Collaborate with cross-functional teams and departments from concept to execution to ensure that content aligns with the brand and supports business goals.
- Work closely with design partners to build and implement the overall language of consumer and customer-facing campaign materials across all marketing channels.
- Able to accept constructive feedback as an opportunity to grow and learn.

Technical Skills

- Effectively interpret and adapt information for marketing initiatives based on briefs and other supporting documents.
- Deliver clean, accurate copy that meets brand objectives and requires minimal editing.
- Facilitate routing and proofing of developed copy with all necessary stakeholders.
- Support all departments with proofing of additional copy drafted in house or outsourced.

Design Coordination Support

Although copywriting is the primary function of the role, additional responsibility, with direction from the Associate Art Director, will be to support creative initiatives through hands-on tasks related to photoshoots and tradeshow spaces, working autonomously as well as working with creative team.

Project Planning, Preparation, and Production (Photoshoots & Tradeshows)

- Execute creative tasks and preparations outlined in creative concept plans for photoshoots and tradeshows, as instructed by AAD.
- Assist in collection of props, tools, and supplies as needed for creative projects.
- Organize, pack, and prepare props for transportation and/or shipping (photoshoot movers, prop returns, tradeshow pallets, etc.)
- Assist in backdrop, installation, and set preparation.
- Support booking and communication with various vendors as assigned (movers, rentals, printers, etc.).
- Engage in other administrative tasks as needed.
- Work as stylist assistant on photoshoot set, helping with prop organization and management, as well as set construction and DIY projects. Potential to also attend and help with tradeshow set-up.
- Support collection of behind-the-scenes footage as needed for digital use.
- Supports marketing design team in wrapping photoshoot and showroom sets (cleaning, packing, moving out)

Post-Production and Administrative Responsibilities

- Own post-production prop management and creative space organization (unpack, manage returns, etc.)
- Routinely evaluate and maintain marketing design creative space hygiene through regular sorting and removal of props and fixtures according to outlined schedule.
- Help AAD create a branded office experience with styled vignettes and product displays.
- Assist with expense reports and receipt organization during times of heavy purchasing.

General Responsibilities:

- Support CURiO Cornerstones and strive for individual leadership by using cornerstone behaviors in the workplace and in daily decision making.
- Follow all policies and procedures of the company. Work cooperatively with all departments, maintaining a positive work atmosphere by acting and communicating in a manner that promotes cooperation with co-workers, supervisors, and managers.
- Actively seek individual development through taking advantage of opportunities for skill enhancement.
- Keep up to date with the latest best practices, trends, concepts, and regulations in the specific job area.
- Manage time effectively, meet personal goals and work effectively with other members of the team to meet CURiO goals.
- Follow all safety guidelines and policies. Make supervisor/manager immediately aware of any observed safety issue. Keep work area clean, safe, and organized.

Position requires extended work hours as necessary to meet seasonal deadlines. Performs other work as assigned.

Minimum Qualifications:

- Bachelor's degree in marketing, communications, or related field or equivalent years of relevant experience
- At least 2 years copywriting experience

Computer and/or software qualifications:

- Basic level of proficiency in Microsoft Excel, Microsoft Word, Outlook
- Basic level proficiency in Windows Operating System cross platform (Windows Vista, Office, Explorer) capabilities.

Core Competencies:

- Excellent organizational skills, communication skills, attention to detail.
- Ability to juggle, self-manage and prioritize multiple projects and internal assignments while maintaining a strong sense of urgency with consideration to deadlines.
- Established writing, editing and proofreading skills including excellent English grammar, spelling, and punctuation.
- Excellent written, editorial, and verbal communications skills.
- Works well both independently and in team environment.
- Strong awareness and interest in industry trends and market direction.
- Proven ability to proactively problem-solve, developing solutions for creative, technical, or executional challenges and needs that may occur.

Preferred Qualifications:

- Experience in copywriting for digital marketing environments (email, websites, advertising, video, etc.).
- Experience in copywriting and creating content for social media environments.
- Experience on commercial photo or video sets, or in retail merchandising
- Background in home fragrance and beauty care industry copywriting.
- Solid understanding and genuine passion for home fragrance and wellness products.

Preferred Competencies:

- Interests in photography, videography, styling, and tactile design
- DIY skills (building and making)

Travel Requirement: Seasonal travel, up to 10%

Hybrid Working Environment and Physical Demands:

- General office or home office environment: Works at a desk in a well-lit, air-conditioned cubicle/office/home office, with moderate noise levels.
- Potential for photoshoots, tradeshow set-up environments that can be physically demanding, including on-location work, bending, lifting, and standing for extended periods of time.
- Occasionally required to lift and/or move items weighing 10 – 15 pounds, intermittently up to 50 pounds during photoshoot and tradeshow set-up.

*** Note: This job description does not restrict CURIO's right to assign or reassign duties or responsibilities to this job at any time. This document does not create an employment contract, implied or otherwise. It does not alter the "at will" employment relationship between the company and the employee.*