

Position Profile:

The Brand Coordinator is responsible for supporting and executing the day-to-day projects and activities surrounding brand strategy & innovation. This includes the execution and implementation of the company's product pipeline to help support the company's short and long-term business objectives. The Brand Coordinator works cooperatively with Brand Teams, Design & Innovation, Sales, and Operations teams to implement the Brand's Innovation Plan. Specifically, the role executes tasks and provides support to help launch products and other campaigns in the marketplace (includes, but not limited to, new product development, early product samples, brand decks, and competitive research).

Work Responsibilities:**Brand Support**

- Prepare new product hand-off deck for thorough training of Sales and Brand Marketing teams on new product launches. Contribute to pipeline strategy ideation and execute market research to validate innovation plan if needed.
- Work with Fragrance Strategist on competitive analysis, market trends, product comps, and other research needed to make strategic decisions for brand identity, brand strategy, or new product development. Maintain Brand's D&I project tracker to ensure accurate visibility to project list and status of milestones, forecasts, and the timely performance of each project.
 - Update and publish Launch Summary Scorecard to Brand Team.
- Update quarterly pipeline presentation with current project status, new images, and other pertinent information for assigned projects.
- Work with Brand Strategy Manager or Director to update and maintain brand decks for all CURIO brands.
- Work with Brand Strategy Manager or Director to develop and maintain packaging standards and visual identity of CURIO's brands.

New Product Development

- Support Brand team throughout all phases of launching new products to market to ensure the accuracy and timeliness of a successful launch.
- Develop content, make recommendations, and obtain approvals required for timely implementation of action items related to new product development.
- Work with the Assistant Brand Manager or Brand Manager to coordinate the execution of brand copy related to new product development in timely manner that meets the needs of the Design and Innovation process including routing all copy grids and other brand related information to ensure all content is accurate and has been approved by appropriate parties. Review all product files to ensure consistency and accuracy of branded content (brand copy, product/fragrance names, trademarks, etc.)
- Manage and see through assigned brand's change orders and new product development projects. Maintain brand standards throughout the project process.
 - Brief assigned projects with clearly articulated strategy, revenue and margin goals, and project scope defined.
 - Play brand lead on assigned project through entirety of development process. Work with the team as needed to make decisions and recommendations for assigned projects that are within brand standards, support overall company goals, and set up project for success. Attend or lead any meetings necessary to ensure all information is clearly communicated and/or received.

- Manage project timeline from the brand perspective to ensure on-time development and launch.
- Work with channel leaders to forecast demand needs for all assigned projects. Run reports and make recommendations to support the forecasting process for new products.
- Supply effective feedback in a timely manner for all creative reviews, fragrance and formula development, design, and any other needs that arise for assigned projects.
- Coordinate, produce and ship new product samples and/or mock-ups along with any other needed materials for key account samples and sales meetings. Work closely with the Brand Marketing team to ensure accurate representation of new products for photoshoot, tradeshow, and rep samples.
- Work with Brand Marketing to identify and create item attributes for all new products according to the template determined by Brand Marketing.
- Evaluate formula and fragrance samples for all projects through the brand's consumer lens and supply feedback for formula and fragrance.
- Prepare and present new product launch details to Brand Marketing team to ensure all details of the project are effectively communicated and handed off for the commercial process.
- Lead assigned projects to achieve goals and contribute necessary details to milestone meetings.

Market Knowledge

- Have broad understanding of brand, product offerings and competitive landscape and continually monitor trends as the marketplace shifts.
- Know and understand customer's wants and needs.
- Collaborate with other brands within the CURiO portfolio that provides consistency in process and presentation for the organization.

Administrative:

- Run requested reports and present data to aid management in determining marketing direction.
- Organize and maintain Brand's product tracker with accurate details on project's status, upcoming milestones, and dates past milestones were achieved.
- Review and ship component and product samples to necessary evaluators.
- Organize and maintain Marketing Storage Room and conference room product displays.
- Provide conference room set up assistance and meals for meetings (as needed)

General Responsibilities:

- Supports CURiO Cornerstones and strives for individual leadership by using cornerstone behaviors in the workplace and in daily decision making.
- Follows all policies and procedures of the company. Works 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.
- Follows all safety guidelines and polices. Makes supervisor/manager immediately aware of any observed safety issue. Keeps 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 or equivalent experience
- Two years of consumer marketing or packaged goods experience

Computer and/or software qualifications:

- Intermediate level of proficiency in Microsoft Excel, Microsoft Word, Power Point

Core Competencies:

- Ability to work independently and in a team setting against tight deadlines.
- Ability to organize and prioritize several tasks and ensure on-time completion.
- Ability to deliver effective written and verbal presentations.
- Ability to research, report and analyze data.
- Strong numerical analysis skills
- Excellent interpersonal skills, clearly and efficiently communicate to other employees, vendors, and partners in written and spoken English.
- Ability to prioritize and perform multiple tasks to respond appropriately to constant change in priorities and services as directed by Design & Innovation & Marketing Teams and/or Senior Leadership Team.
- Maintain and protect proprietary company information.

Preferred Qualifications:

- Experience in the specialty gift, department store, or prestige/chain beauty distribution channels
- Knowledge and affinity for fragrance in general and personal care and home fragrance product specifically

Preferred Competencies:

- Graphic Design with experience with Adobe Creative Suite.

Travel Requirement: Less than 5%

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.
- Occasionally required to lift and/or move items weighing 10 – 15 pounds.
- When in a facility, occasional exposure to dusty and fragrant conditions, varying temperature levels, work near moving mechanical parts, and high noise environments is possible.

*** 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.*