

Position Profile:

The Brand Coordinator is responsible for supporting and executing the day-to-day projects and activities surrounding the assigned brand in the marketplace. This includes the execution and implementation of the annual Sales & Marketing Plan for all categories of business that achieve the company's short and long-term business objectives.

The Brand Coordinator works cooperatively with the Brand Marketing, Brand Strategy, Design & Innovation, Sales, Digital, and Operations teams to implement the Brand's Marketing Plan. Specifically, they execute tasks and provide support to help launch products and other campaigns in the marketplace (includes, but not limited to, new product development, ongoing product management, marketing/sales collateral, launch support tools, sales meetings and tradeshow support, public relations, and competitive research) for the Marketing Department.

Work Responsibilities:**Brand Support**

- Support Brand Manager throughout all phases of launching new products to market to ensure the accuracy and timeliness of a successful launch of collections in the marketplace.
- Work in cooperation with Brand Manager and Design & Innovation to ensure the visual presentations related to marketing materials, environments are consistent and meet all brand guidelines (includes routing of all materials, help with tradeshow set up, etc.).
- Provide support in creating content for product catalogs and printed marketing materials, press, and digital marketing – both for B2B and B2C customers. May include significant copywriting at times.
- Create, maintain, and distribute seasonal product assortment grids to support content development, Sales & Digital Marketing teams.
- Lead marketing sample strategy for the team, including plans to support new product launches as well as procurement and execution of delivering samples to various B2B channels each season.
- Execute all marketing related projects/campaigns under direction from Brand Manager (process mailing lists, request quotes and coordinate mailings).

Photoshoots

- Responsible for identifying, gathering and transporting all products needed for photoshoots/video to the shoot locations. May include working cross-functionally with D&I team to source mock-ups when needed.
- Support Marketing Design team by managing product needs while on set, prepping for each shot, take-down, etc.
- Step in as Brand lead when necessary to ensure adherence to brand guidelines.
- Prepare and distribute call sheet for photoshoots.
- Own photoshoot catering planning and scheduling, including payment and budget tracking.

Market Knowledge

- Have broad understanding of brand, product offerings and competitive landscape and continually monitor trend as the marketplace shifts.
- Know and understand customer's wants and needs, performing customer interviews as needed.
- Complete annual pricing strategy development by performing competitive analysis.
- Collaborate with other brands within the CURIO portfolio that provides consistency in process and presentation for the organization.

Administrative:

- Maintain Marketing Expense/Budget Tracking Spreadsheet.
- Run requested reports and draw conclusions from data to aid management in determining marketing direction.
- Source props and/or help with out-of-town, seasonal tradeshow set up (as requested).
- Organize and maintain Marketing Storage Room and conference room product displays.

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 in marketing, advertising, communications, or related field
- Two years of consumer marketing or packaged goods experience

Computer and/or software qualifications:

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

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:

- Additional years' consumer marketing or packaged goods experience.
- 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.
- Experience writing copy for marketing materials, web and email blasts.

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.*