Position Profile:

The Content Creator uses their creative talents to conceptualize and execute compelling and on-brand digital content. They are enthusiastic about creating inspiring materials that drive excitement and engagement in social media for all three of CURiO's brands. They are committed to remaining up to date on social media trends, platforms, and best practices, and can flex to meet a range of brand voices, styles, and visual personalities. They also use their graphic design skills to bring CURiO's brands to life through other digital design assignments. They are dedicated to growing and supporting the beloved brands with the high-quality work they produce. The Content Creator works within the Marketing Design team, while collaborating closely with the Digital and Brand teams.

Work Responsibilities:

Content Concept Development
- Pitches new concepts that fit within overarching brand and content calendars.
- Brings forth ideas that are innovative, relevant, and on-trend with the goal to maximize consumer engagement.
- Performs research on industry-related and trending topics to inform potential concept ideas.
- Considers relevant tone, style, themes, and brand standards for each of CURiO's three brands.
- Targets concepts to specific brand audiences.
- Curates ideas, ensuring they meet project brief, brand, or campaign objectives.
- Drafts concepts for social-only content, as well as content that will be part of larger campaigns.
- Integrates feedback into concepts.
- Collaborates with creative leadership, as well as Digital and Brand teams, to define deliverables.
- Stays up to date on social media platform function, capabilities, and requirements.

Content Creation
- Generates new content weekly.
- Plans content execution through sketches, scripts, and storyboards.
- Selects on-brand props from existing library; sources new props as needed.
- Styles own sets, seeking guidance and support from Associate Art Director.
- Identifies locations best suited for content needs (in-office workspace, at home, on location, etc.)
- Films new video content in both short-form, UGC (user generated content) style, as well as more refined video style (depending on content objectives and brand-fit requirements).
- Confidently and comfortably appears on camera.
- Records own voiceovers.
- Captures new photo content utilizing company-provided iPhone and/or digital camera.
- Identifies existing brand content (photos, videos, copy, design elements) that can be repurposed in new ways or paired with freshly generated pieces.
- Tailors execution to each of CURiO's brands, adhering to visual and brand guidelines.
- Using graphic design skills to execute own design needs or taps into other graphic design resources.
- Possesses ability to identify on-brand typography, color pallets, design elements, and imagery.
- Creates both organic and paid content for Meta, Instagram, TikTok, Amazon, brand websites as well as performance advertising purposes.
- Collaborates with Digital team to test content and understand performance, applying key learnings to future work.
- Collects behind-the-scenes content at large scale shoots.
- Consults with Brand team members to ensure product, fragrance, and benefits are portrayed accurately.
- Ensures that the content is compliant with copyright and regulatory requirements.
- Incorporates provided copy, product details, and headlines as needed.

Content Editing, Production, Asset Handoff
- Edits video, audio, and images.

- Uses appropriate software to combine assets to create visually elevated content.
- Creates initial draft of content pieces for stakeholder review.
- Proofs own work prior to routing drafts, and makes all noted changes noted by reviewers.
- Project manages own creative execution.
- Titles and saves final files to all required specifications for various platforms.
- Follows asset hand-off process for storing and distributing final files.
- Communicates complete file and asset availability to other stakeholders as needed.

Graphic Design
- Uses Adobe Creative Suites to combine design elements and edited photography to create on-brand, visually elevated digital collateral pieces (site modules, image decks, emails, social posts and stories, digital advertisements, etc.).
- Exhibits strong typography, color, and layout skills while generating effective design deliverables.
- Routes production files to stakeholders for proofing using company-approved proofing software.
- Completes all noted revisions and reviews final files for errors.
- Works closely with Digital Team counterparts to confirm design work is functional and is executed in digital platforms with excellence.

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 seeks individual development through taking advantage of opportunities for skill enhancement.
- Keeps up to date with the latest best practices, trends, concepts, and regulations in the specific job area.
- Manages 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 years of relevant experience in content creation, film, broadcast, digital design, graphic design, or digital marketing
- Two years of proven content creation experience

Computer and/or software qualifications:
- Advanced proficiency in social media platforms and publishing for Meta, Instagram, and TikTok
- Proficiency in multimedia tools and software for content creation, including Adobe Premier, After Effects, Rush, Illustrator, Lightroom, CapCut, Canva, and Keynote
- Proficiency in Adobe Illustrator and Photoshop for graphic design assignments
- Basic level proficiency in content management systems
- Basic level knowledge and exposure to ecommerce platforms, front end web development
- Basic level of proficiency in Microsoft Excel, Microsoft Word, Outlook

Core Competencies:
- Sense of curiosity and desire to identify problems worth solving.
- Analytical mindset with interest in understanding what types of content attract various audiences.
- Passion for creating engaging social media content with excellent visual storytelling skills.

- Strong awareness and interest in industry and social media trends
- Ability to fact-check information and ideas and portray information accurately.
- Attention to detail within a creative mind.
- Confidence on camera and in audio recording
- Ability to understand when content, visuals, graphics, images, and idea are on- or off-brand.
- Excellent written and verbal communication skills, with strong proofing capabilities
- Ability to work effectively without oversight.
- Strong organizational and time-management abilities
- Accountable to deadlines and comfortable working in a high-energy environment with competing demands
- Strategic thinker with strong organizational skills and the ability to prioritize, plan, and execute.
- Ability to proactively and independently problem solve and develop creative solutions when challenges arise.
- High degree of computer literacy and ability to stay current with technology and software education.
- Ability to work cross-functionally and balance competing priorities within the business.
- Collaborative approach with ability to contribute to workflow and process improvement for better output.

Preferred Qualifications:
- Understanding of SEO best practices
- Knowledge of various analytics platforms
- Understanding of UI/UX design

Travel Requirement: less than 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
- Ability to sit for hours at a time, viewing computer monitor on a constant basis. Some walking and standing relative to interaction with other personnel.
- Occasionally required to lift and/or move items weighing up to 20 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.