

**Position Profile:**

The Sr. Brand Manager is responsible for leading the Otherland brand strategy and day-to-day activities that achieve short and long-term business objectives. The Sr. Brand Manager is also responsible for leading the execution of the annual sales and marketing plan, development of new product launch plans, driving distribution, stimulating consumer awareness and sales, and driving the profitability of the brand.

**Work Responsibilities:****Strategic Planning & Implementation**

- Lead the development and implementation of the annual plan for the brand.
- Drive Direct-to-Consumer demand, collaborating with the creative and digital teams on content strategy.
- Build, own, manage the expense budget for the Otherland brand.
- Define and ensure adherence to brand communication strategy & positioning.
- Expand the brand's platform into new channels and categories, ensuring accurate and consistent representation of brand, and drive growth brand's current channels, inclusive of DTC, wholesale and key accounts.
- Responsible for the brand's image and reputation. Protect and develop the company's brands via suitable marketing activities and intellectual property management.
- Maximize the sales and profitability of the brand's products by supporting the department's ongoing comprehensive product/SKU analysis.
- Work collaboratively to build strong partnerships with cross-functional partners to execute cohesive promotional plans and to support short-term tactical and long-term strategic initiatives.
- Present brand strategy, results, information at the Executive and Board level, with expertise, confidence, and influence.
- Perform administrative duties associated with brand management

**Communication, Collateral, PR & Launch Execution**

- Lead collaboration between Sales and Marketing departments to develop compelling sales presentations and brand resources to help the brand build up and expand retailer distribution.
- Develop a robust digital promotional plan to drive brand growth. Plan out the communication calendar and work with cross-functional teams to execute the brand's marketing initiatives.
- Develop launch plans to support new products and help ensure break-through in market.
- Lead the execution of customer-focused brand strategy.
- Own the public relations strategy, including managing PR agencies, to increase brand awareness.
- Provide copywriting strategy and approve copywriting to support a variety of marketing tactics (e.g., paid advertising, Amazon, email, website, etc.)
- Manage outside partnerships to fulfill the best representation of the company and the brand.

**Leadership:**

- Supports CURIO Cornerstones and strives for individual and functional leadership by using cornerstone behaviors in the workplace and in daily decision making.
- Engages in a strong team atmosphere and positive team culture, fostering collaboration across the organization and ensure teams are working cross-functionally to meet CURIO goals.
- Actively participate in and lead by example through all change management initiatives, including proactive communication and support of company initiatives, programs, and policies.

**General Responsibilities:**

- 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, business, or related field or equivalent work experience.
- Seven to ten years of consumer marketing or packaged goods experience. Gen Z consumer experience preferred.
- At least three years of digital marketing experience (i.e. social media strategy, digital promotions, etc.), five years preferred.

**Computer and/or software qualifications:**

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

**Core Competencies:**

- Demonstrated experience and success in integrated marketing of a personal care/beauty/home fragrance brand.
- Ability to present information at the Executive and Board level, with expertise, confidence, and influence.
- Ability to lead multi-functional teams on large-scale projects with minimum supervision.
- Ability to recognize, appreciate and foster great design.
- Knowledge and affinity for fragrance
- Experience in the specialty, department store, or prestige/chain beauty distribution channels.
- Experience in marketing a direct-to-consumer brand, including working closely with Digital team to drive demand.
- Experience in planning and execution of photoshoots.
- Ability to hone and present information – both written and verbal – appropriate for the audience and to the desired effect
- Ability to perform consumer research, analyzing, and reporting of data and sales trends to drive strategy.
- Ability to maintain and protect company proprietary information.
- Intellectually curious self-starter with a drive for results
- Highly organized with strong attention to detail and eye for proofing copy

**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 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.*