

Position Profile:

CURiO Brands is seeking a **Manager, Social Content & Community** to bring our brand stories to life through engaging content and active community management. Reporting to the Senior Manager, Social Strategy, this role will be responsible for creating and curating social content, collaborating with content creators, and leading community management efforts across all social channels. The ideal candidate is creative, socially savvy, and passionate about fostering brand love and engagement. This individual will also work closely with the Manager of PR & Influencers to align efforts and maximize impact.

Work Responsibilities:

- Content Creation & Curation: Develop compelling social content, including static posts, videos, Reels, and Stories, that align with brand identity and resonate with our audience.
- Content Collaboration: Work with in-house creative teams, external content creators, and influencers to source and develop high-quality content.
- Community Management: Lead all community engagement efforts across social platforms, responding to comments, messages, and mentions in a timely, on-brand manner.
- Social Listening & Trendspotting: Monitor conversations, identify trends, and leverage cultural moments to enhance social presence and engagement.
- Cross-functional Collaboration: Partner with the ****Manager, PR & Influencer**** to integrate influencer and media initiatives into the social strategy.
- Performance Analysis: Track and analyze engagement metrics to optimize content strategies and community interactions.
- Platform Management: Assist in scheduling and publishing content across all key social platforms, ensuring a consistent and cohesive presence.

Brand Advocacy: Cultivate relationships with brand enthusiasts, loyal customers, and influencers to foster an engaged online community. 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:

- 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. I 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 duties as assigned

Minimum Qualifications

- 3-5 years of experience in social media content development and community management, preferably within the beauty, home, or lifestyle industries.
- Strong understanding of social platforms, content trends, and best practices, including Instagram, TikTok, Pinterest, and Facebook.
- Experience in content creation, including photography, video production, and basic graphic design.
- Excellent copywriting skills, with the ability to craft engaging and on-brand messaging.
- Proven track record in community engagement and fostering brand advocacy.
- Experience using social media management and analytics tools.
- Highly organized, proactive, and comfortable managing multiple projects in a fast-paced environment.
- Passion for storytelling, digital engagement, and emerging social trends.

Computer and/or software qualifications:

- Advanced level of proficiency in Microsoft Excel, Microsoft Word, Power Point (edit proficiency and specific programs)
- Have a well-rounded understanding of tools that support content creation, publishing, analytics, and community management, such as:
 - Management Tools such as but not limited to Sprout Social, Hootsuite, Meta Business Suite (Facebook & Instagram), TikTok Business Center, Pinterest Business Hub
 - Content Creation & Editing Tools such as but not limited to Adobe Creative Suite (Photoshop, Premiere Pro, After Effects, Illustrator), Canva, CapCut, InShot, Giphy
 - Community Engagement & Social Listening such as Sprout Social, Hootsuite, and Native platform tools (Instagram, TikTok, Twitter/X, Facebook, LinkedIn, YouTube comments management)
 - Analytics & Performance Tracking such as but not limited to Google Analytics 4 (GA4), Platform-specific analytics tools (Instagram Insights, TikTok Analytics, YouTube Studio, Pinterest Analytics), UTM tracking with Google Tag Manager (For campaign attribution), Social reporting dashboards (Sprout Social, Hootsuite, Emplifi, or custom-built in Looker or Tableau)
 - Influencer & UGC Management such as but not limited to CreatorIQ, AspireIQ, Upfluence
 - Paid Social Amplification such as but not limited to Meta Ads Manager, TikTok Ads Manager, and Pinterest Ads

Core Competencies:

- Ability to protect company proprietary and confidential information
- Ability to develop and execute a social content strategy that aligns with brand goals.
- Strong understanding of storytelling, brand voice, and visual identity across platforms.
- Expertise in short-form and long-form content creation, including graphics, video, and copywriting.
- Skilled in fostering meaningful interactions and growing an engaged online community.
- Ability to manage direct interactions, respond to comments/messages, and handle customer concerns.
- Experience in managing brand reputation and navigating crisis communication on social platforms.
- Deep understanding of platform-specific best practices (Instagram, TikTok, Pinterest, Facebook, YouTube)
- Knowledge of social media algorithms, trends, and engagement tactics to optimize content reach.
- Ability to experiment with new features (Reels, Stories, Lives, etc.) to drive engagement.
- Ability to analyze performance metrics and adjust content strategy accordingly.
- Proficiency in using analytics tools (GA4, platform insights, social listening tools) to track audience behavior.
- Experience with A/B testing to optimize content effectiveness.
- Experience in identifying, onboarding, and managing influencer and user-generated content (UGC) partnerships.
- Ability to track influencer campaign performance and measure impact on brand growth.
- Ability to work closely with creative, marketing, and paid media teams to align messaging.
- Strong project management skills to coordinate campaigns and content calendars.
- Excellent communication skills to present social insights and recommendations to stakeholders.
- Passion for staying ahead of social media trends, cultural moments, and emerging technologies.
- Ability to adapt quickly to platform changes and consumer behavior shifts.

- Creative mindset for brainstorming new content ideas and engagement strategies.

Travel Requirement: less than 10%

Hybrid & Remote Office 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.*