

Position Profile:

CURiO Brands is seeking a **Coordinator, PR & Influencer** to support the execution of public relations and influencer engagement strategies across Capri Blue and Thymes. This role plays a key part in telling compelling brand stories and building relationships with media and creators. The ideal candidate has a strong sense of narrative, is up to date on trends, and is eager to contribute to meaningful brand visibility efforts in the beauty and lifestyle space.

Work Responsibilities:

- Public Relations Support: Assist in executing PR efforts for Capri Blue, Thymes, and Otherland by coordinating with our external PR agency and internal team to help implement media outreach strategies.
- Influencer Program Execution: Support influencer marketing activities for Capri Blue and Thymes, including researching potential partners, coordinating product send-outs, and tracking deliverables.
- Calendar & Messaging Coordination: Help maintain the communications calendar to ensure PR activations, press releases, and influencer content are planned and executed on schedule.
- Media & Influencer Outreach: Work with agency partners to support outreach efforts, including compiling media lists, preparing materials, and helping secure placements that reflect brand values.
- Trend & Storytelling Insights: Stay up to date on cultural trends and creator conversations to help surface timely storytelling opportunities that keep our brands relevant.
- Team Collaboration: Collaborate closely with social, creative, and marketing teams to support the alignment of messaging across channels.
- Content Development: Assist in drafting press releases, media alerts, influencer briefs, and internal communications with guidance from senior team members.
- Event Coordination: Provide logistical support for influencer and press events, launches, and brand activations, including vendor coordination, RSVP tracking, and on-site assistance.
- Campaign Reporting: Help compile performance recaps for PR and influencer campaigns, including earned media coverage, creator posts, and engagement metrics.

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

- 1-3 years of experience in public relations, influencer marketing, or related fields, ideally within beauty, home, or lifestyle industries.
- Familiarity with media and influencer landscapes; interest in building strong relationships with creators and press.
- Strong written communication skills, with some experience drafting press materials, influencer briefs, or social copy.
- Awareness of current media trends, digital platforms, and influencer marketing best practices.
- Demonstrated ability to stay organized, meet deadlines, and manage tasks across multiple projects.
- Comfortable collaborating with internal teams and external partners in a fast-paced environment.

- Eagerness to learn and grow within a brand marketing and communications function.
- Passion for storytelling, brand-building, and the evolving digital media landscape.

Computer and/or software qualifications:

- Proficiency in Microsoft Office Suite (Excel, Word, PowerPoint); able to format documents, create presentations, and organize data effectively.
- Familiarity with influencer marketing platforms such as CreatorIQ, AspireIQ, or LTK (LIKEtoKNOW.it) is a plus.
- Awareness of social listening tools like Meltwater, Sprout Social, or Google Trends to help monitor brand mentions and track cultural trends.
- Basic knowledge of campaign tracking tools such as Google Analytics, Meta Insights, or TikTok Analytics is preferred.
- Experience using digital organization and collaboration tools like Asana, SharePoint, Dropbox, Google Drive, or Canva.
- Exposure to affiliate platforms like Rakuten, CJ Affiliate, or ShopStyle Collective is helpful but not required.

Core Competencies:

- Ability to handle confidential information responsibly and maintain discretion with sensitive brand materials.
- Willingness to support agency and internal partner relationships through timely communication and organized follow-up.
- Interest in crafting engaging brand stories and learning how to pitch to media and influencers.
- Strong attention to detail when reviewing outreach materials, press documents, and influencer content.
- Ability to maintain consistency in brand voice across communications, with guidance from senior team members.
- Organized and adaptable, with a proactive approach to supporting multiple projects and deadlines.
- Basic understanding of how PR and influencer efforts support broader marketing objectives.
- Awareness of current social trends and a passion for identifying moments where the brand can be culturally relevant.
- Comfort with monitoring campaign performance and helping compile reports on media coverage and influencer results.
- Strong writing and communication skills for supporting the development of press releases, social copy, and campaign briefs.
- Eagerness to learn more about FTC compliance and best practices in influencer marketing.
- Collaborative team mindset with a genuine interest in brand storytelling and digital culture.

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.*