

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 Brand Team, Design & Innovation, Sales, 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 market place (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
- Attend or lead any meetings necessary to ensure all information is clearly communicated and/or received
- Work in cooperation with Brand team 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 set up, etc.)
- Provide support in creating content for product catalogs and printed marketing material, ecommerce/intranet, press, and electronic marketing (includes help driving/creating content that meets the needs of the brand, proofing and leading all routing of copy prior to handing off to Brand Manager for approval and coordination of photo shoots/other brand-driven events, etc.)
- Execute all marketing related projects/campaigns under direction from Brand Manager (process mailing lists, request quotes and coordinate mailing, work with buyers to order necessary components, coordinate fulfillment of delivery, order media samples, create one-pagers for PR needs)
- Update and publish Launch Summary Calendar and Brand Scorecard to Brand Team.

New Product Development

- Develop content and obtain approvals required for timely implementation of action items related to new product development as it relates to branding, to meet deadlines required for on-time launch cycles
 - Coordinate the execution of all brand copy related to new product development in timely manner that meets the needs of the Design and Innovation process including routing all copy grids and other brand related information to ensure all content is accurate and has been approved by appropriate parties
 - Review all product files to ensure consistency and accuracy of branded content (brand copy, product and fragrance names, trademarks, etc.)
- Coordinate, produce and ship new product samples and/or mock-ups along with any other needed materials for photo shoots, tradeshow, rep samples and sales meetings

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 and provide any pricing recommendations as requested by Brand Managers.
- 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 tradeshow set up (as requested)
- Help coordinate photo shoots in cooperation with the Brand Managers, Design department (meal and prop/products organization, main point of contact from brand, creation of shot/retouching lists, etc.)
- Organize and maintain Marketing Storage Room and conference room product displays
- Provide conference room set up assistance and meals for meetings (as needed)

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.
- Maintain individual skills, keeping up to date with 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 and organized.

Position requires extended work hours as necessary to meet seasonal deadlines. May also require weekend work.

Performs other work as assigned.

Minimum Qualifications:

- Associate Degree or equivalent experience
- Two years previous consumer marketing or packaged goods experience

Computer and/or software qualifications:

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

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:

- 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

Preferred Competencies:

- Graphic Design with experience with Adobe Creative Suite.

Travel Requirement: Less than 10%

Working Environment and Physical Demands:

- General office environment: Works generally at a desk in a well-lit, air-conditioned cubicle/office, with moderate noise levels
- Ability to sit for hours at a time, viewing computer monitor and using telephone 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
- Occasional exposure to work near moving mechanical parts and areas where equipment/product reaches high temperatures is possible.
- Occasional exposure to dusty and fragrant conditions, varying temperature levels, and high noise environments is possible.
- Periods of stress may occur