

Position Profile:

The Brand Director is responsible for developing and leading the assigned brand strategy for all categories of business that achieve the company's short and long-term business objectives. This position is responsible for overseeing strategy and subsequent campaigns and launch plans that help build our brands, drive distribution, and stimulate consumer awareness and sales. The position presents a short and long-term Branding Strategy each year and is responsible for the plan's ongoing implementation. The Brand Director has direct reports that consist of any of the following positions: Brand Manager, Assistant Brand Manager, Brand Coordinator.

Work Responsibilities:**Strategic Planning & Implementation**

- Oversee development of annual & long-term strategic plans by setting objectives to meet the financial goals.
- Ensure implementation of the brand's platform and positioning across new and existing business categories; ensuring accurate and consistent representation of brand
- Responsible for the brand's image and reputation. Protect and develop the brand via appropriate and applicable marketing activities and intellectual property management.
- Maximize the sales growth and profitability by ensuring a robust new and existing product plan.
- Work collaboratively to build strong partnerships with cross functional partners to ensure brand strategies are implemented and meet success criteria.
- Oversee the crafting of new product concept positioning and ensure product formulations, packaging design, copywriting and collateral materials deliver on-brand offerings that experience in-market success.
- Lead development of breakthrough campaigns to drive growth within new and existing product lines.

Leadership: Responsible for providing leadership to the team and ensuring that the team has the talent, resources and readiness to meet short- and long-term organizational goals as well as ensuring maximum productivity and performance

- Responsible for building a strong multi-locational team atmosphere and foster collaboration across the organization to meet CURiO goals.
- Hire, train and develop team, ensuring that each employee has a clear and thorough understanding of their role and responsibilities.
- Mentor, guide, and coach direct reports in order to expand their capabilities and performance. Provide ongoing performance feedback. Identify and take appropriate action for non-performance.
- Actively participate in and lead by example through all change management initiatives and ensure communication is disseminated to the team in a timely manner.
- Ensure department structure and budgeted hiring plans are appropriate for performance and productivity levels required.

Administer all internal policies and procedures in accordance with company, human resources, budgetary, and finance guidelines. Ensure accuracy of staff data records.

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 policies. 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:

- Bachelor's degree or equivalent experience: MBA preferred
- Ten years of consumer marketing or packaged goods experience
- Five years' experience effectively managing, supervising, and mentoring staff

Computer and/or software qualifications:

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

Core Competencies:

- Demonstrated experience and success in all aspects of consumer brand management, integrated marketing and portfolio management
- Ability to function as a strategic thinker with good organizational skills and ability to prioritize, plan and oversee execution.
- Ability to identify problems, evaluate alternatives, and implement effective solutions.
- Ability to lead and interact effectively with managers, co-workers, customers, vendor and other partners.
- Ability to hone and present information – both written and verbal – appropriate for the audience and to the desired effect
- Ability to work under constant deadline pressure and manage multiple projects across multiple lines of business.

Travel Requirement: Up to 25%

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