

Position Profile:

The Brand Manager is responsible for leading Thymes Bath & Body's day-to-day activities that achieve the company's short and long-term business objectives. The Brand Manager is also responsible for leading the execution of the annual sales and marketing plan, development of new products and launch plans, driving distribution, stimulating consumer awareness and sales. This individual contributor role reports to the Brand Marketing Director.

Work Responsibilities:

Strategic Planning & Implementation

- Assist Brand Director in the development and implementation of annual marketing plan
- Collaborate with Digital team to evolve and optimize Direct-to-Consumer marketing to drive e-commerce demand
- Responsible for building, owning/managing expense budgets
- Establish solutions to marketing needs and ensure adherence to brand communication strategy/positioning
- Manage 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 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

New Product Development / Concept Development

- Serve as Brand Team lead on cross-functional team that creates new products and collections that will be successful in the marketplace and contribute to achieving the brand's financial objectives
- Assist Director in providing direction to Design & Innovation team on new products from concept approval to launch to ensure the company launches products with the best chance for marketplace success
- Ensure product pricing, formulations, packaging design, copywriting and collateral materials deliver upon collection positioning to create integrated, compelling offerings that experience in-market success
- Analyze historical data to forecast new product demand
- Engage various research techniques to enhance in market success of new and existing collections

Communication, Collateral, PR & Launch Execution

- Lead collaboration between Sales and Marketing Departments in developing and presenting sales training materials to educate field sales representatives, external partners, and internal employees and support effective communication of key corporate and product launch messages
- In collaboration with team and external partners, develop and lead the execution of customer-focused brand strategy and implementation of various tactics with the appropriate channels
- Responsible for copywriting as needed to support a variety of marketing tactics (e.g. catalogs, email)
- Manage outside partnerships to fulfill the best representation of the company and the brand

General Responsibilities:

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- 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. Performs other work as assigned.

Minimum Qualifications:

- Bachelor's degree in Marketing, Business, or related field
- Five years of consumer marketing or packaged goods experience

Computer and/or software qualifications:

- Intermediate level of proficiency in Microsoft Excel, Microsoft Word, PowerPoint

Core Competencies:

- Demonstrated experience and success in all aspects of consumer brand management and integrated marketing, creating, and launching new products
- Ability to lead multi-functional teams on large-scale projects with minimum supervision
- 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

Preferred Qualifications:

- Experience in marketing a personal care/beauty/Home Fragrance brand
- 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

Preferred Competencies:

- Intellectually curious self-starter with a drive for results
- Highly organized with strong attention to detail and eye for proofing copy
- Ability to recognize, appreciate and foster great design
- Knowledge and affinity for fragrance in general

Travel Requirement: 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

