**

CURiO™, a collective group of industry leading bath, body and home fragrance brands, filling everyday life with beautifully fragrant moments. CURiO™, is the home of Aspen Bay, Capri Blue and Thymes. We are a non-union multi-site company seeking a full-time Brand Manager-Bath & Body.

**Position Profile:**

The Brand Manager-Bath & Body is responsible for leading the assigned brand’s day-to-day activities that achieves the company’s short and long-term business objectives. This position is responsible for leading the strategic development of new products and launch plans that help build Thymes brand, drive distribution, and stimulate consumer awareness and sales. The position is responsible for the plan's ongoing implementation. This includes supervising the Brand Coordinator’s projects and overseeing the brand’s external partnerships to fulfill the best representation of the company and the brand.

**Work Responsibilities:**

Strategic Planning & Implementation

* Assist Brand Director in the development and implementation of annual marketing plan.
* Lead annual marketing plans for the brand by setting objectives to meet the financial goals.
* Establish solutions to marketing needs & 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, and protect and develop the company's brands via suitable marketing activities and intellectual property management.
* Maximize the sales and profitability of existing the brand’s products by supervising the department’s ongoing comprehensive product/SKU analysis.
* Work collaboratively to build strong partnerships with cross functional partners to execute cohesive promotional plans to support short-term tactical, as well as, long-term strategic initiatives of the sales force.

New Product Development / Concept Development

* Lead a cross functional team from Marketing, Design & Innovation, Sales, and outside partners in the creation of new collection concept recommendations that will be successful in the marketplace and contribute to achieving the brand’s financial objectives.
* Assist Director in providing direction to Design & Innovation on new collection concepts from concept approval to launch to ensure the company launches collections with the best chance for marketplace success.
* Lead the crafting of collection concept positioning that creatively and uniquely differentiates them from competitors and creates desirability among consumers.
* Ensure product formulations, packaging design, copywriting and collateral materials deliver upon collection positioning to create integrated, compelling offerings that experience in-market success.
* Engage qualitative and quantitative research techniques to enhance in market success of new and existing collections.

Communication & Launch Execution

* Lead collaboration between Sales and Marketing Departments in developing and presenting sales training materials to educate field sales representatives and support effective communication of Thymes Bath & Body key corporate and product launch messages.
* In collaboration with team, develop and lead the execution of customer-focused brand strategy and implementation of various tactics with the appropriate channels.
* Manage outside partnerships to fulfill the best representation of the Company and the brand.

Staff Management:

* Effectively manage a multi-locational team under a fast pace and constantly changing circumstances.
* Proactively recruit, screen, and select candidates for current and future resource requirements.
* Ensure each employee has a clear and thorough understanding of their role and responsibilities. Collaborate with human resources to keep job descriptions current for each position.
* Effectively orient new hires to roles and responsibilities, ensuring a positive and productive experience.
* Ensure department structure and budgeted hiring plans are appropriate for performance and productivity levels required.
* Utilize the company’s performance management program as designed to align individual performance to overall performance objectives. Meet all completion requirements at a high-quality level. Provide ongoing performance feedback. Identify and take appropriate action for non-performance.
* Mentor, guide, and coach direct reports to expand their capabilities and performance.
* Ensure all CURiO communication is disseminated to the team in a positive and timely manner.
* Administer all internal policies and procedures in accordance with company, human resources, budgetary, and finance guidelines. Ensure accuracy of staff data records.

**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. May also require weekend work.

**Minimum Qualifications:**

* Bachelor’s degree or equivalent experience
* Five years of consumer marketing or packaged goods experience.
* Three years’ experience effectively managing, supervising, and mentoring staff.

**Computer and/or software qualifications:**

* Intermediate level of proficiency in Microsoft Excel, Microsoft Word, Power

**Core Competencies:**

* Marketing or Branding knowledge.
* 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.
* Ability to hone and present information – both written and verbal – appropriate for the audience and to the desired effect.
* Ability to perform research, reporting, & analyzing of data.
* Knowledgeable and comfortable with Microsoft Word, Excel, Power Point, and other software packages as needed.
* Ability to communicate to other staff, vendors, and customers in written and spoken English and by computer.
* Ability to maintain and protect company proprietary information.

**Preferred Qualifications:**

* Experience in leading a personal care/beauty/Home Fragrance brand
* Experience in the specialty, department store, or prestige/chain beauty distribution channels.

**Preferred Competencies:**

* Ability to recognize, appreciate and foster great design.
* Knowledge and affinity for fragrance in general.

**Travel Requirement:**  Less than 20%

**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