

Position Profile:

CURiO Brands is seeking a **Manager, PR & Influencer** to drive public relations and influencer engagement efforts. Reporting to the Senior Director, Integrated Marketing Communications, this role will be responsible for managing PR efforts across Capri Blue, Thymes, and Otherland while overseeing influencer marketing specifically for Capri Blue and Thymes. The ideal candidate is a proactive, relationship-driven individual who understands the evolving media landscape and the power of influencer partnerships. They will collaborate closely with external PR agencies, content creators, and internal teams to craft compelling brand narratives and amplify our brand presence.

Work Responsibilities:

- Public Relations Strategy & Execution: Manage PR efforts for Capri Blue, Thymes, and Otherland, working with our external PR agency to develop and execute media outreach strategies.
- Influencer Relations: Oversee influencer marketing initiatives exclusively for Capri Blue and Thymes, identifying and cultivating relationships with key creators to drive brand awareness and engagement.
- Calendar & Messaging Development: Develop and maintain a ****communications calendar****, ensuring timely and strategic PR activations, press releases, and influencer collaborations.
- Media & Influencer Outreach: Work with the PR agency to secure earned media placements and influencer partnerships that align with brand values and objectives.
- Brand Relevance & Storytelling: Help make our brands exciting and relevant by identifying cultural moments, trends, and storytelling opportunities.
- Cross-functional Collaboration: Partner with internal teams, including social media, marketing, and creative, to ensure PR and influencer strategies align with overall brand goals.
- Press Releases & Communications: Draft and oversee the development of press releases, media materials, and key brand messages.
- Event Support: Assist in planning and executing PR and influencer events, product launches, and brand activations.
- Performance Tracking & Reporting: Analyze PR and influencer campaign performance, providing insights and recommendations to optimize future initiatives.

Leadership:

- Supports CURiO Cornerstones and strives for individual and functional leadership by using cornerstone behaviors in the workplace and in daily decision making.
- Engages in a strong team atmosphere and positive team culture, fostering collaboration across the organization and ensure teams are working cross-functionally to meet CURiO goals.
- Actively participate in and lead by example through all change management initiatives, including proactive communication and support of company initiatives, programs, and policies.

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

- 4-6 years of experience in public relations and influencer marketing, preferably within the beauty, home, or lifestyle industries.
- Strong relationships with media, influencers, and content creators.
- Proven track record of securing earned media placements and developing impactful influencer partnerships.
- Exceptional storytelling and writing skills, with experience drafting press releases and media materials.
- Ability to work collaboratively with cross-functional teams and external partners.
- Strong understanding of media trends, influencer marketing best practices, and emerging platforms.
- Highly organized, proactive, and comfortable managing multiple projects in a fast-paced environment.
- Passion for brand-building, media engagement, and digital influence.

Computer and/or software qualifications:

- Advanced level of proficiency in Microsoft Excel, Microsoft Word, Power Point (edit proficiency and specific programs, Influencer Marketing & Relationship Management tools such as but not limited to CreatorIQ, AspireIQ, Upfluence, LTK (LIKEtoKNOW.it) & ShopStyle Collective
- Social Listening & Trend Analysis such as but not limited to Sprout Social, Meltwater, Google Trends & Exploding Topics
- Campaign Performance & Measurement such as Google Analytics 4 (GA4), UTM Tracking & Google Tag Manager, Looker / Tableau, Meta Insights, TikTok Analytics, YouTube Studio
- Content & Digital Asset Management such as Sharepoint, Asana, Dropbox / Google Drive, Canva / Adobe Creative Suite
- Affiliate & Partnership Tracking such as LTK (LIKEtoKNOW.it), Rakuten, CJ Affiliate

Core Competencies:

- Ability to protect company proprietary and confidential information
- Work closely with PR agencies and partners to build and maintain strong relationships with journalists, media outlets, and influencers.
- Understanding of how to pitch compelling brand stories and products to media and creators.
- Expertise in reviewing press releases, media pitches, and influencer outreach emails.
- Ability to align PR and influencer messaging with brand voice and marketing objectives.
- Crisis communication skills to manage potential brand reputation risks.
- Experience in planning and executing PR campaigns, influencer activations, and brand partnerships.
- Ability to manage PR events, product launches, and influencer gifting programs with the help of a PR agency.
- Strong project management skills to coordinate multiple campaigns simultaneously.
- Deep understanding of how PR and influencer marketing integrate with social media and content strategy.
- Ability to identify and capitalize on social trends, cultural moments, and brand-relevant conversations.
- Knowledge of emerging platforms and influencer marketing best practices.
- Proficiency in tracking/reporting on PR coverage, influencer engagement, and campaign ROI.
- Ability to analyze earned media value (EMV), sentiment analysis, and reach metrics.
- Strong data interpretation skills to optimize influencer partnerships and PR strategies.
- Experience in negotiating influencer contracts, press partnerships, and brand collaborations.
- Understanding of FTC guidelines and legal considerations for influencer marketing.
- Ability to balance budget constraints while maximizing campaign impact.
- Ability to develop engaging brand narratives that attract media and influencer interest.
- Collaborating with content creators to ensure brand-aligned messaging and visuals.
- Strong copywriting skills for press materials, campaign messaging, and influencer briefs.

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.*