

Position Summary:

The Brand Manager, Pura, is responsible for supporting and growing CURiO Brands' partnership with Pura. This role will manage the day-to-day relationship, drive business growth, and partner on the execution of sales and marketing plans. The Brand Manager will ensure alignment between CURiO and Pura's strategic objectives, fostering a strong, collaborative relationship that maximizes brand visibility, distribution, and profitability.

Work Responsibilities:**Business & Partnership Management**

- **Primary Point of Contact** – Serve as the main liaison between CURiO Brands and Pura, ensuring seamless communication and alignment on priorities.
- **Contract & Agreement Oversight** – Ensure all contractual obligations, timelines, and deliverables are met while maintaining a strong working relationship.
- **Joint Business Planning** – Support and execute joint marketing and sales strategies that align with both companies' goals.
- **Performance Metrics & Reporting** – Track key performance indicators (KPIs), analyze sales and marketing effectiveness, and provide insights to optimize the partnership.
- **Competitive Benchmarking** – Monitor competitive activity within the partner's platform to adjust strategy and stay ahead of trends.
- **Revenue & Margin Optimization** – Monitor sales performance, track profitability, and recommend pricing or promotional adjustments as needed.
- **Financial Reporting & Reconciliation** – Manage invoicing, payments, and financial tracking to ensure smooth transactions between CURiO and Pura.
- **Scalability & Long-Term Growth** – Develop strategies to deepen the CURiO-Pura partnership and position the brand for sustained success.

Operational Coordination

- **Forecasting & Demand Planning** – Work with supply chain and sales teams to align inventory needs, prevent stockouts, and optimize fulfillment.
- **Product Assortment & Innovation** – Collaborate on product selection, exclusives, or co-branded offerings that enhance the partnership.
- **Customer Experience Alignment** – Ensure brand representation on the partner's platform is consistent and engaging, including product descriptions, imagery, and promotions and ensure their representation on our platforms conform to their brand guidelines, to drive brand awareness and demand.
- **Issue Resolution & Problem-Solving** – Address challenges, troubleshoot roadblocks, and proactively identify solutions to maintain a smooth partnership.

Communication, Collateral, PR & Launch Execution

- **Regular Business Reviews** – Conduct ongoing meetings with Pura to review performance metrics, share insights, and refine strategies and produce reporting to keep CURiO leadership updated.
- **Product Launches** – Support the execution of new product launches, including coordination with New Product Innovation team and Pura.
- **Joint Campaign Planning** – Align CURiO and Pura marketing calendars to maximize exposure during key promotional periods (e.g., seasonal launches, holiday campaigns).
- **Compliance Oversight** – Oversee marketing materials, including digital content, packaging, and promotional assets, to align with both Thymes / Capri Blue and Pura brand guidelines.

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:

- Maintain a thorough understanding of CURiO and Pura's business objectives, ensuring all initiatives support overarching company goals.
- Stay up to date with industry trends, best practices, and innovations in fragrance and home fragrance marketing.
- Manage time effectively to meet deadlines and business objectives.
- Uphold CURiO's brand integrity and standards in all marketing and partnership efforts.
- Perform additional duties as assigned.

Minimum Qualifications:

- Bachelor's degree in marketing, business, or a related field, or equivalent work experience.
- Minimum of five years of consumer marketing or packaged goods experience.
- Experience managing partnerships, strategic collaborations, or third-party retail platforms.
- Strong project management skills with the ability to multitask and prioritize.

Computer and Software Proficiency:

- Intermediate proficiency in Microsoft Excel, Microsoft Word, and PowerPoint.

Core Competencies:

- Demonstrated success in marketing a consumer brand, preferably within the home fragrance or personal care industry.
- Strong ability to manage relationships and collaborate with external partners.
- Experience working in an omnichannel environment, including Direct-to-Consumer and retail partnerships.
- Ability to analyze sales data and translate insights into actionable strategies.
- Strong written and verbal communication skills, with the ability to present effectively to internal and external stakeholders.
- Highly organized with attention to detail and the ability to manage multiple projects simultaneously.
- A proactive, self-starter mindset with a drive for results and continuous improvement.
- Ability to protect company proprietary and confidential information.

Position requires extended work hours as necessary to meet deadlines. Performs other work as assigned.

Travel Requirement: Less than 10%

Hybrid 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.*