

# ACCOUNTANT

NATURALLY *Curly*

**COMPANY:** NaturallyCurly

**LOCATION:** Austin, Texas

NaturallyCurly is seeking an Accountant to work closely with the Media Sales, eCommerce, Market Insights and Operations teams to provide accurate, timely and insightful information to run our unique business.

You will work directly for the Controller and have primary responsibility for ensuring the timely and accurate transfer of sales and credits from our ecommerce platform into the accounting systems working closely with our ecommerce and our corporate teams to accomplish this. You will have responsibility for A/P, A/R, fixed assets, bank reconciliations and sales tax. You will work with the Controller on month-end close activities and reporting.

The successful candidate will be comfortable developing financial models, suggesting process improvements and researching and advocating for tools and software that will improve/streamline our operations.

## REQUIRED SKILLS:

- Required Skills/Proficiencies:
- Bachelor's degree in Accounting, Finance, Business or related field
- Minimum of three years accounting and/or financial analysis experience
- Experience with accounting software (e.g. QuickBooks, Freshbooks)
- Proficient in the MS Office Suite (Excel, Word, Powerpoint)
- Positive, self-starter, can-do attitude
- Strong verbal and written communication
- Ability to thrive in a fast-paced environment
- Attention to detail, dependable and organized

**INTERESTED?** Yes!

Submit a resume + cover letter to [meredith@naturallycurly.com](mailto:meredith@naturallycurly.com)

# CREATIVE DIRECTOR

NATURALLY *Curly*

**COMPANY:** NaturallyCurly

**LOCATION:** Austin, Texas

TextureMedia is seeking a highly creative, collaborative and strategic thinker that will own and guide all creative projects and initiatives for TextureMedia with specific responsibility for the overall quality of work produced by the creative department (editorial, design, video and copywriting). This person will manage all creative tasks from initial concept to final completion while successfully translating business and marketing objectives into comprehensive creative strategies. This person will also own and manage branding guidelines to ensure that both visual and written communication standards are met across various mediums and executed both on and off platform to ensure consistency in messaging. The ideal candidate will not only have intimate understanding of digital advertising, design and copy best practices, but will also have a strong grasp of web UX and UI guidelines in order to stay nimble and competitive in the face of the ever evolving digital technology landscape.

## RESPONSIBILITIES:

- Work directly with the Head of Marketing to invent new ideas for branding, advertising campaigns and marketing messaging
- Partner with the Head of Marketing and the Marketing Manager to prioritize marketing initiatives through close analysis of internal data and metrics, including competitive analysis
- Translate marketing objectives into clear creative strategies; bring vision to reality
- Manage the creative process from concept to completion for both original and sponsored programs
- Own creative branding guidelines, at both company and program level, and apply to all facets of the business
- Lead and direct the creative staff in the production of all marketing collateral, digital and print assets, video programming and social engagement initiatives
- Remain actively involved in hiring and training creative staff
- Ensure visual and written communication standards are met across all original and sponsored campaigns
- Oversee client pitches and proposals and manage version control of digital and print materials; participate in client brainstorm meetings as needed
- Meet with clients or upper management to explain campaign strategies and solutions
- Review work, troubleshoot and provide feedback to creative teams; maximize team talents and skillsets through coaching and mentoring
- Serve as the contact for all creative logistical needs and prioritize against competing client and company priorities with the assistance of the Director of Programming
- Partner with all levels of creative and cross-team staff to align, clarify, or decide on creative needs
- Support company and department goals and achieve both business unit and individual KPI's.

## REQUIRED SKILLS/PROFICIENCIES:

- 5-8 years of experience in creative management, either agency or in-house
- Bachelor's Degree or higher in Fine Arts, Graphic Design, or Digital Media Design
- A superior portfolio of design work; hair or beauty-focused, lifestyle brands a plus
- Mastery of and practical experience with a variety of software, including Photoshop, InDesign, Flash, etc.
- A demonstrated history of partnering with creative leaders to drive efficiency and enhance the creative workflow processes and operations
- Recognized expertise developing strategic creative solutions for clients
- Interactive/website design experience
- Understand user-centered design and development processes, with an emphasis on extending branding and marketing concepts across a broad range of customer segments and channels
- Excellent communication (oral, written, presentation) and leadership skills which foster and develop internal team and external client relationships
- Ability to solve problems with keen instincts and organizational experience
- Proven mentoring and team-building skills
- Experience in strategic planning and execution
- Results oriented, high energy, self-motivated

**INTERESTED?** Yes!

Submit a resume + cover letter to [alli@naturallycurly.com](mailto:alli@naturallycurly.com)

# GRAPHIC DESIGNER

NATURALLY *Curly*

**COMPANY:** NaturallyCurly

**LOCATION:** Austin, Texas

NaturallyCurly is looking for a graphic designer who can lend their creativity and talent to a variety of digital web and print materials. Our ideal candidate is high energy, excited about working in a fast-paced environment, organized, can meet short deadlines, and (most of all) is eager to learn. Candidate should be able to design within an established brand identity system, while pushing the direction forward and staying current on digital trends. Daily projects will include designing emails, digital advertisements, info-graphics, social media assets and other content pieces.

## REQUIRED SKILLS:

- Bachelor's degree in graphic design
- 3-5 years experience
- Expertise with Adobe suite (CS5 or higher) including InDesign, Photoshop and Illustrator
- Strong attention to detail and overall design aesthetic
- Ability to follow brand guidelines and design execute existing branding
- Ability to work with cross-functional teams towards the achievement of overall marketing goals
- Strong verbal and written communication
- Thinks strategically and executes tactically
- Positive, self-starter, can-do attitude
- Strong in Microsoft Office (PowerPoint & Word)

## PREFERRED SKILLS:

- Basic understanding of HTML & CSS
- Some photography knowledge

**INTERESTED?** Yes!

Submit a resume + cover letter to [alli@naturallycurly.com](mailto:alli@naturallycurly.com)

# RESEARCH ANALYST

NATURALLY *Curly*

**COMPANY:** NaturallyCurly

**LOCATION:** Austin, Texas

The Research Analyst will assist with all market research efforts supporting sales, product, and marketing initiatives, serving as a strategic advisor and consultant to internal and external clients. This position sits on the Market Insights team and will be able to analyze qualitative and quantitative data, trends, strategies, consumer preferences and buying habits to support internal and external clients during their decision-making process regarding product development, designs, prices, promotions, etc.

## REQUIRED SKILLS:

- Understand client research and business objectives and design research methodology to realize those goals
- Evaluate TextureTrends program methodology and key data to ensure that data on the releases are accurate and the angle of the release is correct
- Collect data on consumers, competitors and marketplace and consolidate information into actionable items, reports and presentations
- Interpret data, formulate reports and make recommendations
- Remain fully informed on market trends, other parties research and implement best practices
- Help to develop research plan to meet TextureMedia company goals

## PREFERRED SKILLS:

- Proven market research analysis experience
- Expert problem identifier/solver who can communicate their findings clearly
- Flexible, capable of working independently or as part of a team
- Strong mathematical, communication, presentation, and critical-thinking skills
- Expert knowledge of MS Excel and PowerPoint
- Excellent knowledge of statistical software (SPSS, R or similar) is an asset
- Adequate knowledge of data collection methods (online surveys, polls, focus groups, etc.)
- Working knowledge of data warehousing and mining a plus
- Strong analytical and critical thinking
- BS degree in Statistics, Marketing or related field
- Have the ability to thrive in an energetic, fast pace, high growth, entrepreneurial environment
- Obsession for hair care and beauty information and products is extremely desirable

**INTERESTED?** Yes! Submit a resume + cover letter to [lasandra@naturallycurly.com](mailto:lasandra@naturallycurly.com)



# COPYWRITER INTERN

NATURALLY *Curly*

**COMPANY:** NaturallyCurly

**LOCATION:** Austin, Texas

Are you a talented copywriter and editor? Are you interested in the power of words and how they can convince people to engage or make a purchase? This is your opportunity to dive into both copywriting for sponsored client initiatives and generating unique original content for the NaturallyCurly community. Projects will include: brainstorming and developing client specific sponsored content, brainstorming new content ideas, writing original content geared towards our textured hair community, research and content development, etc. Our ideal intern is high energy, excited to work in a fast-paced environment, organized, and has a passion to learn new things.

## REQUIRED SKILLS/PROFICIENCIES:

- Current undergraduate or graduate level student, preferably with concentration in Journalism, Communications, Marketing or Advertising (Digital or new media focus is preferred)
- Strong attention to detail
- Ability to learn on the job as well as produce innovative solutions
- Strong verbal and written communication
- Positive, self-starter, can-do attitude
- Strong in Microsoft Office (PowerPoint, Word, and Excel)
- Familiar with Content Management Systems
- Experience with Photoshop
- Experience with content style guides such as AP Style Book and The Chicago Manual of Style Online
- A plus if you're familiar with hair products

## RESPONSIBILITIES:

- Write sponsored copy
- Write original content
- Photoshop creative assets
- Contribute new insights and creativity to improve site
- Collaborate with internal teams

**HOURS:** 15-30 hours per week

Year round program – taking applications on-going

**INTERESTED?** Yes!

Submit a resume + cover letter and examples of your work to [resumes@naturallycurly.com](mailto:resumes@naturallycurly.com)

# INTEGRATED MEDIA + MARKETING INTERN

NATURALLY *Curly*

**COMPANY:** NaturallyCurly

**LOCATION:** Austin, Texas

This is a unique opportunity to work alongside our Integrated Media and Marketing teams to dive into the world of digital advertising, marketing programs and promotions from the publisher perspective. Projects will range from monthly ad setup for both clients and external marketing campaigns to brainstorming new strategies for incoming business and social media messaging. Our ideal intern is high energy, excited to work in a fast-paced environment, organized, and has a passion to learn new things.

## **REQUIRED SKILLS/PROFICIENCIES:**

- Current undergraduate or graduate level student, preferably with concentration in Marketing, Advertising or Communications (Digital or new media focus is preferred)
- Strong attention to detail
- Ability to learn on the job as well as produce innovative solutions
- Strong verbal and written communication
- Positive, self-starter, can-do attitude
- Strong in Microsoft Office (PowerPoint, Word, and Excel)

## **RESPONSIBILITIES:**

- Maintenance of sales and marketing materials and assist in monthly setup
- Research and pursue relationships with community partners – bloggers, vloggers, etc.
- Creation of sampling management program
- Assistance with copy-writing and social media messaging
- Contribute new insights and creativity to existing programs
- Collaborate with internal teams

**HOURS:** 15-30 hours per week

Year round program – taking applications on-going

**INTERESTED?** Yes!

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# VIDEO PRODUCTION INTERN

NATURALLY *Curly*

**COMPANY:** NaturallyCurly

**LOCATION:** Austin, Texas

This is a unique opportunity to work alongside the Video Production team to develop and produce both original content and sponsored videos. Video projects will range from custom 15-second videos for social sharing to original series programming and fully customized sponsored videos. All video work is filmed using an SLR camera and our content is specifically for digital consumption. Our ideal intern is high energy, excited to work in a fast-paced environment, organized, and has a passion to learn and grow.

## **REQUIRED SKILLS/PROFICIENCIES:**

- Current undergraduate or graduate level student with a concentration in RTF (Digital or social media focus is preferred)
- Experience with camera, audio and lighting equipment
- Experience with Adobe Premiere and After Effects
- Audio SFX and green screen experience desired
- Strong attention to detail
- Ability to learn on the job as well as produce innovative ideas and solutions
- Strong verbal and written communication
- Positive, self-starter, can-do attitude
- Must possess ability to take direction and work on a wide range of tasks and projects

## **RESPONSIBILITIES:**

- Will assist video team with video shoots, including all pre-production tasks as well as any and all production tasks during video shoots
- Will manage set and prop organization
- Will assist with lighting, audio, and camera prep and operation
- Will assist with coordination of production rentals and freelance crew/talent
- Will assist with concept brainstorming and execution of video concepts
- Will assist on all other production coordination tasks, including scheduling and research

**HOURS:** 15-30 hours per week

Year round program – taking applications on-going

**INTERESTED?** Yes!

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# ABOUT NATURALLYCURLY



NaturallyCurly empowers and inspires millions of textured-hair women to stand tall, feel beautiful and be beautiful, as the largest haircare platform and trusted thought leader engaging beauty enthusiasts through original content, branded entertainment, social media, product reviews and commerce. NaturallyCurly influences up to \$5 Billion in annual hair care product sales. For clients and brand partners, we are a creative powerhouse delivering impactful marketing services and data-driven insights that translate to increased brand exposure and greater market share. Our monthly social consumer reach is 26 million strong across our portfolio digital brands -- NaturallyCurly and CurlyNikki. NaturallyCurly is the flagship, pioneering and first-to-market content and commerce platform amplifying the needs and voice of its textured-hair community since 1998.