

Are you eager to learn both on and off the job? Are you looking for something that will challenge you think outside of the box and drive business results? Do you want to be a part of a fast paced, collaborative and passionate team? If so, we want to hear from you!

### **Brand Marketing Assistant**

If you are looking to work with leading brands and carve the way for new and exciting products, come “Create What’s Different.” The **Brand Marketing Assistant** will work with some of North America’s most recognized brands in their categories, including Electrohome, Nyrius, and Fluance paving the way for successful product launches. The sky is the limit with this position-it is all up to you.

The Assistant will work with the Brand Marketing Team to execute the day to day operations of the e-commerce websites and overall marketing strategy execution. This individual will be given the unique opportunity to assist on a wide variety of projects including product launches, social media coordination, third party partnerships, and user experience. We are looking for a person with a high standard in branding that will push our company forward.

As part of our team, you will enjoy perks such as a great work-life balance, benefits, professional development subsidies, exciting company events, working within a goal driven and creative team and plenty of career opportunities!

**The successful candidate will be responsible for:**

#### ***Public Relations***

- **Agency Management:** Assist in vendor relationship with external agency to ensure successful execution of PR programs to secure earned press/media outlet coverage through professional product reviews, spotlights and round ups
- **Reporting:** Report on success of PR campaigns to various stakeholders
- **Outreach:** Research and develop new opportunities for press and influencer coverage appropriate to brands and target audiences

#### ***Content Marketing***

- **Content Development:** Assist with ideation of content topics for various brands
- **Research:** Investigate and identify topics and keywords that will contribute to improving the SEO performance of brand websites and blogs through Google Analytics and various online SEO tools
- **Coordinate Blog Writing:** Work with internal and external resources to develop original content
- **Optimize Content:** Assist in copywriting and editing of new and existing content to meet brand guidelines while also optimizing articles to improve SEO results

#### ***Social Media Marketing***

- **Social Media Strategy:** Assist with developing and maintaining editorial calendar
- **Social Media Management:** Assist with managing numerous social media accounts through post scheduling, responding to customer inquiries, and developing ideas for new and exciting posts that engage a highly passionate audience
- **Social Listening:** Monitor the brands and our competitors using social listening tools
- **Insight Analysis:** Analyze social media engagement data and make recommendations for strategic improvement

### *Content Writing for Print and Web*

- **Product Content:** Assist with writing product content for new products and updating existing product content to communicate the benefits of the product and enchanting prospective users to convert on our brand websites
- **Website Audits:** Conduct regular audits of brand websites to ensure accuracy of information and identify opportunities for improvement
- **Web Copywriting:** Generate ideas and creative briefs for web banner copy and video scripts for the design team to implement

### *Reporting and Communication*

- **Stakeholder Updates:** Broadcast marketing efforts across the company and report on the progress of marketing initiatives
- **Monthly Reporting:** Compile monthly reports and department scorecards
- **External Communication:** Respond to external and third-party marketing inquiries

### *Administrative*

- **Financial:** Input purchase orders and coordinate payment of vendors
- **SOPs:** Assist with the documentation and updating of departmental standard operating procedures
- **Coordinating Product Samples:** Assist in the logistics of product samples for media and influencers contacts

### **We need someone who:**

- Completed post-secondary education in Marketing, Communications, or other related fields
- Two (2) years of experience in a marketing role
- Experience with Public Relations, SEO, Google Analytics, Content Marketing and Social Media
- Has experience with writing creative and interesting product copies
- Experience in leading projects and coordinating with multiple people working both autonomously and as part of a highly collaborative team
- Strong written and oral communication
- Experience working in a fast-paced medium sized technology company is an asset

If the above interests you, then apply to join a fast paced, creative, and energetic team!

**Candidates who reside within a 45 minute commute of our office will be given preference.**

**Please note: This is a 40 hour a week position based at our headquarters in Niagara Falls, ON. This position does not provide an option to work remotely.**

### **Vision**

We believe all people should be empowered.

### **Mission**

We create the highest performing consumer electronics that are smart, simple, and stylish.

## Core Values

**Development:** We value continuous learning that leads to positive change.

**Efficiency:** We are committed to new processes and techniques that improve results and create value.

**Innovation:** We embrace creativity, discovery, and a desire to Create What's Different.

**Accountability:** We honour our commitments through ownership and display integrity when delivering results.

**Excellence:** We challenge ourselves to add value that goes beyond what is expected.

## About Us

CWD designs, manufactures, markets and sells consumer electronics that enhance our lives.

As a pioneer in the markets of do-it-yourself video security, baby video monitors and wireless connectivity, we have successfully applied the principles of innovation and superior technology to a dynamic range of product categories. We are committed toward consistently exceeding consumer expectations and changing the way people think about:

- \* Baby Safety Devices
- \* Do-it-yourself Video Security
- \* Wireless Connectivity Products
- \* Home Theater Audio
- \* Retro Music Systems
- \* Clock Radios
- \* Karaoke Systems

From conception to launch, over 100 talented professionals work to ensure all of our products undergo the same intensive, completely in-house development and design process, resulting in the uncompromising quality and industry-leading performance that consumers trust.

The letters 'CWD' are shorthand for the empowering philosophy that drives every aspect of what we do – Create What's Different.

CWD is an equal opportunity employer committed to inclusive, barrier-free recruitment and selection processes and work environment. We will accommodate the needs of the applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) throughout all stages of the recruitment and selection process. Please advise the Human Resources Department to ensure your accessibility needs are accommodated throughout this process. Information received relating to accommodation measures will be addressed confidentially.