

CWD is looking for a **Brand Marketing Assistant** who will be leading brands and carve the way for new and exciting products, come “Create What’s Different.” They 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.

If you’re ready for opportunity, introduce yourself.

Brand Marketing Assistant

- Location: Niagara Falls, ON
- Working Hours: Monday – Friday, 8:15 am-5:00 pm on site
- Other perks: 50% off on CWD brands, team events & many more
- Company website: www.cwdlimited.com

About Us

CWD designs, markets & sells highest performance consumer electronics that are smart, simple and stylish. From high fidelity turntables to wireless video connectivity systems, we create innovative products that empower people. Our success is measured in our customer satisfaction ratings and cult-like following. We have been in business since 1961 and our creations can be found in millions of homes. Together in teams, as a company, as a community, we are committed to Creating What’s Different.

Key Results Area

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

Qualifications:

- 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!