

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 apart of a fast paced, collaborative and passionate team? If so, we want to hear from you!

### **Brand Marketing Assistant**

We are searching for an entry-level Brand Marketing Assistant to join our growing Marketing Team for the Levana (Baby) and Defender (Security) brands. This individual will be given the unique opportunity to assist on a wide variety of projects ranging from product launches, third party partnerships, and user experience. 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 role requires an enthusiastic individual that is ready to learn and join a collaborative and tight-knit team.

#### **Role Responsibilities:**

##### **Content Marketing: (25%)**

- **Strategy:** Assist in the development of the overall content marketing and influencer strategies using creative, out of the box ideas
- **Content:** Assisting with the development of the editorial calendar and blog topics
- **Search Engine Optimization:** Conduct regular keywords analysis
- **Design Assets:** Assist in the conceptualization, production or editing of creative assets for advertising, social media and email marketing (if skillset is available)

##### **Reporting and Analysis: (25%)**

- **Sales:** Complete weekly sales reporting, compile synopsis for the team and convert data into actionable insights
- **Scorecards:** Complete the monthly brand scorecards
- **Monthly Review:** Compile brand and department highlights for the month to be shared with company stakeholders

##### **Market Research and Analysis: (20%)**

- **Competitive:** Monitor and share competitor strategy, products, news, etc.
- **Industry:** Monitor and share industry news and data

##### **Website Optimizations: (10%)**

- **User Experience:** Conduct weekly brand website audits and review analytics. Make recommendations for user experience improvements based on your findings
- **Promotions:** Monitor all promotions on the brand websites for accuracy
- **Testing:** Complete testing for the IS department when changes are being pushed to production

### **Customer Experience & Community Building (10%)**

- **Review Monitoring:** Monitor product reviews and flag those that require attention
- **Social Listening:** Monitor the brand(s) and our competitors using social listening tools
- **Community Engagement:** Assist the Content Strategist with community engagement and responses to inquiries on social media

### **Admin: (10%)**

- **Financial:** Input purchase orders and expense reports as needed
- **Requests:** Submit IS request cases as needed. Track completion for the department
- **SOP's:** Assist the Process Analyst with documenting new or updated standard operating procedures as needed
- **Samples:** Responsible for sending and tracking product samples to influencers and earned media

### **The successful candidate requires:**

#### **Education and Experience**

- Education in Marketing, Communications or related field
- One (1) year of experience in a marketing role
- Understanding of Social Media Strategy and how it contributes to the overall Brand Strategy
- Understanding of marketing math, key metrics and how to affect them
- Experience using Microsoft Office (specifically Excel)
- Understanding of SEO principles
- Analytical mind set
- Strong written and oral communication
- Excellent organizational skills
- High accuracy and attention to detail

#### **Role Nice-to-Haves:**

- Experience using Adobe Creative Suite
- Experience using Hootsuite (or comparative platform)
- Understanding of PPC digital advertising
- Proficiency in HTML

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.