



Create What's Different™

## AT CWD, OUR AIM IS SIMPLE: CREATE WHAT'S DIFFERENT

*Do you thrive in a dynamic work atmosphere? Are you driven by innovative and forward-thinking ideas? Are you inspired to Create What's Different on a daily basis?*

Then you've got what it takes to succeed at CWD.

### **Brand Marketing Coordinator – Contract (6 months up to 1 year)**

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 Coordinator** 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.

As the coordinator of this ever changing, fast paced department, being able to adapt to urgent situations is critical to success. 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:**

##### *Strategy*

- Working with Public Relations vendors on earned press, social media, marketing, marketing, influencers, and advertising campaigns for our brands
- Working with internal departments on product launch marketing efforts
- Ensure the best possible user experience by communicating the benefits of the product to the end user through various print and digital marketing materials
- Brand Marketing brainstorming with creative team
- Assist in the development, implementation, and execution of the marketing plan for multiple brands (Electrohome, Fluance, Nyrius) to increase our brand awareness and perception
- Create successful product launch strategies to accelerate the ramp-up period and aid in the overall success of the product
- Assist with market research efforts to uncover the viability of current and existing products/services and capitalize on market opportunities (ex. Consumer reports, surveys, articles)
- Drive the company forward through cross functional communication in areas such as product design and user experience
- Report on the progress of marketing efforts to the company
- Build and maintain relationships within the organization
- Gain new vendor contacts and opportunities

##### *Content*

- Create product copies for print and web
- Develop identity packages and branded materials
- Review provided content for brand alignment, spelling, and grammar
- Generate ideas and creative briefs such as web banner copy and video scripts for the design team to implement
- Implement initiatives to ensure our brands are the leader in knowledge for each of our brands/categories
- Create amazing product marketing copy that include feature descriptions, titles, and key selling features

##### *Coordination & Communication*



- Broadcast marketing efforts across the company
- Managing of marketing samples and logistics
- Responding to Marketing inquiries by third parties
- Maintain relationships and coordinate with outsourced 3rd party contracted or marketing services
- Ensure the best possible user experience is achieved by communicating the benefits of the product to the end user through various print and digital marketing materials

#### *Project Management*

- Oversee entire projects from start to finish completed by the team and complete a final review to ensure accuracy and end result is in line with the needs of the business and key stakeholders within timelines and as smooth as possible
- Maintain a realistic schedule of these projects and ensure updates on progress and status to stakeholders regularly

#### *Other*

- Empower the team towards achieving the corporate objectives, goals of the department, and their personal goals by sharing “the why” and the needs of the business
- Provide team members with real-time feedback and regular schedule coaching and development & review sessions.
- Working with teams and vendors to ensure brand alignment in customer facing materials
- Ensuring output of the department is on-time and the highest quality. Communication is open and stakeholders are being informed on progress and changes.
- Create a positive environment that encourages new ideas, that recognizes the achievements of others and support those who need assistance.
- Ensure that the department is aware of trends and improvements in both techniques and technology and encourage them to stay ahead of the curve
- Brainstorm new and creative growth and optimization strategies with the team

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

- Completed post-secondary education in Marketing, Communications, or other related fields
- Has 2-4 years of experience with building and launching products for Tier 1 brands
- 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
- 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.

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.

## 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.