

Do you have an extreme, obsessive, unwavering focus on customer experience? Do you thrive in a dynamic work atmosphere that strives for **excellence on a daily basis**? Are you motivated by innovative and forward-thinking ideas?

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

Digital Advertising Coordinator

We are searching for an Digital Advertising Coordinator to join our Marketing Team for the Defender (security) brand and Levana (Baby) brand. You will develop and execute marketing strategies to increase brand awareness, perception and sales. This role requires an individual that is ready to join a passionate team in a fast paced environment. You are creative, data driven, and able to easily adapt to change.

The successful candidate will be responsible for:

Strategy & Execution:

- **Advertising Strategy:** Support the creation and execution of advertising strategies to increase brand awareness, perception and sales revenue. Easily pivot direction based on real time results (return on advertising spend - ROAS) and business needs/direction
- **Sales:** Responsible for collaborating on and implementing plans to maximize sales performance for all channels including major retailers, marketplaces and our direct brand websites
- **Agency Management:** Oversee third party relationships for paid search, social advertising, SEO, PR, influencers, blog management and social media content
- **Reporting:** Gather data, analyze and deliver full campaign reporting to key stakeholders including Sales, R&D, etc. Make recommendations for changes as needed
- **Direct Brandsite:** Responsible for the overall brand website performance. Identify opportunities and participate in projects designed to improve website functionality. Grow our online presence driving new and organic traffic to the website while continuously improving website metrics (conversion rates, abandoned cart rates, time on page, etc.)
- **Market Research:** Stay up to date on industry/market trends and the competitor landscape. Make recommendations as needed to key stakeholders
- **Product Launch Execution:** Collaborate across departments to successfully meet launch deadlines and accelerate product sales velocity through advertising efforts

Communication and Coordination:

- **Content Writing:** Create product copy for various customer facing outlets including (but not limited to) product pages, packaging, videos, ads, etc.

- **Email Marketing:** Execute end-to-end campaigns including content, creative direction, testing, and delivery and reporting
- **Sample Coordination:** Oversee the distribution of samples to influencers and/or media outlets

Other:

- **Administration:** Create expense reports, purchase orders and various other administrative duties as needed

The successful candidate requires:

Education:

- Completed post-secondary education in Marketing, Digital Marketing, Communications or a related field
- Has 2-4 years of experience with digital advertising brand building and product launches

Technical Skills:

- Thorough understanding of SEO strategies
- Experience with Google Analytics, Google Adwords, Facebook Ads Manager, and other advertising platforms
- Demonstrated ability to construct well written customer facing marketing content
- Ability to make data driven decisions Strong communication skills and ability to clearly report on results achieved
- Experience with Excel considered an asset
- Experience with Adobe Creative Suite considered an asset

Cognitive Skills:

- Creative problem solving skills; “Out of the box” thinking
- Very organized with ability to change direction quickly
- Strive to Create What’s Different

Emotional Intelligence:

- Self-awareness and a strong desire to develop and improve yourself. Know when to seek outside expertise and experience
- Remain self-motivated while creating enthusiasm in others
- Understand and be empathetic toward people
- Can work both autonomously and as part of a highly collaborative team

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.

