

CWD is a place for people that love to learn and grow. Our culture is challenging and collaborative. We give a deep sense of purpose to create amazing solutions that are truly different and empower our customers. Our goal is always to build strong, diverse teams of innovative people and give them the tools to succeed. Join us and do more than you ever thought possible and learn from some of the best minds in the industry.

We are looking for a person who can enhance and strengthen our relations with E-commerce marketplaces and partners which will drive **CWD** forward while staying focused on the company's vision, mission and core values.

If you're ready for opportunity, introduce yourself.

E-commerce Account Coordinator

- Location: Niagara Falls, ON
- Working Hours: Monday – Friday, 8:15 am-5:00 pm on site
- Benefits: Full comprehensive (dental, medical and eye) 80/20 split-Family coverage
- Other perks: Annual professional development fund, RRSP, fitness incentives, relocation expense, 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 Result Areas

Traffic and Conversion Strategies (35%)

- **Promotions:** Scheduling and executing promotions
- **Digital Advertising:** Pay-per-click advertising across our sales channels
- **Product Launches:** Setting up new items to sell on our E-commerce marketplaces; carrying out launch initiatives to get the product in front of customers
- **SEO:** Keyword research to make sure our product listings have the right content
- **Reviews:** Lead initiatives to get more customer feedback on our products

Account Development (25%)

- **Establishing Relationships:** Lead, develop, and grow business relationships with E-commerce marketplaces
- **Accomplish Targets:** Achieve monthly, quarterly and yearly sales targets
- **Annual Sales & Marketing Plan:** Create yearly account sales & marketing plans



Create What's Different™

- **Traveling:** Travel to the Canada/USA offices of our E-commerce marketplace partners for in-person meetings as required
- **Expansion of Business:** Contacting account managers for day to day business and discussing business growth opportunities

Account Administration (25%)

- **Product Maintenance:** Maintaining our product listings on marketplace portals
- **Auditing:** Investigate discrepancies between internal ERP system and external marketplace portals to ensure content/inventory/price accuracy
- **Troubleshooting:** Coordinate case management for all E-commerce channel accounts to resolve any discrepancies
- **Integrating Systems:** Ensuring integrations between internal and external systems are functioning correctly
- **Improving Accounts:** Taking strategic direction from the E-commerce Manager and implementing revisions with the account
- **Observation:** Providing the E-commerce Manager with insights and recommendations to improve business

Reporting and Analysis (10%)

- **Reporting:** Sales and expenditures reporting
- **Comparison Analysis:** Sales vs forecast analysis
- **Analysis:** Analyzing promotional activities & providing action plans

Process Flow (5%)

- **Collaboration:** Working with the E-commerce Manager to maintain and develop Standard Operating Procedures
- **Accomplishing Other Tasks:** Effectively complete other duties as assigned

The successful candidate requires:

Education and Experience

- University Degree or College Diploma in a related field
- 3+ years of experience in an E-commerce sales or account management role
- Academic or industry experience in Marketing would be a strong asset
- Proficient with MS Office (Word, Excel, Power Point, Outlook)

Technical Skills

- Relationship development
- Strong written and verbal communication skills
- Strong analytical and reporting skills
- Comfortable with performing data entry

Cognitive Skills

- Strives for maximum efficiency & Create What's Different
- Excellent attention to detail and well-developed organizational skills
- Ability to multi-task and work with multiple deadlines
- Strong work ethic with the ability to work independently and in a team environment
- Ability to work in a fast paced and constantly changing work environment
- Customer focused while delivering best customer experience
- Creative problem-solving skills; strategic and “Out of the box” thinking

Emotional Intelligence

- Self-awareness: strong desire to develop and improve yourself and knowing when to seek outside expertise and experience
- Self-regulation: Controlling or redirecting disruptive impulses and moods
- Motivation: remain self motivated while creating enthusiasm in others
- Empathy: understand and care about people's current reality
- Social skills: understand people, develop trust, and help them

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