

CWD is looking for a Marketing Manager which will be focusing on developing and implementing marketing strategies and campaigns designed to promote our products and brands while working collaboratively with others to “Create What’s Different”. The ideal candidate will have a background in Business Development and Sales as those will be components of the role. This role will focus on brand marketing initiative 65% of the time, 25% digital marketing/ecommerce, and 10% on B2C marketplace sales channels for our iconic brands **Fluance, Electrohome, Nyrius, and Magnasonic**

If you’re ready for the opportunity to strive for excellence on a daily basis then you’ve got what it takes to succeed at CWD!

Marketing Manager- Full time

- 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.

The successful candidate will be responsible for:

Marketing Strategy

- Lead in the development, implementation and execution of the marketing plan for multiple brands (Fluance, Nyrius, Electrohome and Magnasonic) to increase our presence and business development opportunities
- Advise the team on marketing best practices and recommendations to support the development and execution of business plans
- Measure and analyze traffic and sales results against goals (ROI and KPIs), share learnings and recommend changes for all advertisement and marketing campaigns
- Work with influencers, bloggers, and brand ambassadors to achieve earned media
- Ensure the best possible user experience is achieved by communicating the benefits of the product to the end user through various digital marketing materials
- Work with vendors on social media, marketing and advertising campaigns for our brands
- Work with internal departments on product launch marketing efforts

- Lead market research efforts to uncover the viability of current and existing products/services and capitalize on market opportunities

Leadership

- Empower the team towards achieving the corporate objective, goals of the department, and their personal goals by sharing “the why” and the needs of the business
- Ensure that the department is aware of trends and improvements in both techniques and technology and encourage them to stay ahead of the curve
- Make recommendations for process improvements including regular audits and necessary amendments
- Brainstorm new and creative growth and optimization strategies with the team
- Maintain and monitor the department budget

Content Marketing

- Oversee the creation of product descriptions, titles and key selling features
- Develop identity packages and branded materials with the brand marketing team
- Generate ideas and creative briefs such as web banner slogans and video scripts for the design team to implement
- Review provided content for brand alignment

Coordination, Collaboration & Communication

- Maintain relationships and coordinate with marketing services
- Drive the company forward through cross functional communication in areas such as product design and user experience
- Broadcast marketing efforts across the company through a wide variety of reporting on progress strategies

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
- Maintain a realistic schedule of these projects and ensure updates on progress and status to stakeholders regularly
- Review incoming projects and task and delegates them to the appropriate team to complete

Website- Traffic and Conversion

- Scale traffic to our websites within predetermined ROI
- Use data to scientifically improve conversion
- Search Engine Optimization with the goal of increasing Google ranking through content creation
- Audit websites for proper SEO structure and coding, report and coordinate changes
- Understand target markets and customer motivation using demographic and psycho-graphic data
- Analyze Google Analytics website data to build proposals on website improvements and user experience

The successful candidate requires:

Education and Experience

- Post-secondary diploma/degree in Marketing or a related field
- Minimum of 5 years related working experience in marketing with a preference in a medium sized technology company
- Experience reporting to a high-level executive
- Experience working in a fast-paced entrepreneurial company
- Demonstrated team player, who is motivated and energetic
- Ability to work effectively, both independently and in a team environment, in an atmosphere of multiple projects, shifting priorities and deadlines

Competencies

- In-depth level of knowledge of marketing principles and practices to increase brand awareness
- Experience developing effective digital marketing plans and the ability to drive online sales
- Proven knowledge of marketing, tracking, reporting and strategizing
- Comfortable overseeing a range of different types of marketing campaigns
- Strong web analytic skills
- Strong interpersonal and communication skills required to facilitate and build effective relationships with key stakeholders
- Results oriented and well organized with a sense of urgency and an ability to meet deadlines
- Advanced knowledge of Google Analytics, website analytics and consumer behavior
- Advanced knowledge of ecommerce and digital marketing KPIs
- Advanced SEO knowledge and upcoming trends
- Problem solving ability
- If the above interests you, then apply to join a fast paced, creative and energetic team!

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