

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.

### **Online Marketing Coordinator**

We are currently looking for an Online Marketing Coordinator who can take us to the next level.

#### **Key Result Areas**

##### **Marketing Analysis**

- Conducting research and analyzing data for various marketing initiatives
- Measuring the return on investment (ROI) of marketing materials and online advertising
- Regular analysis of Google Analytics website data to build proposals on website improvements and user experience
- Measuring and reporting the effectiveness of marketing strategies on sales figures and brand identities
- Preparing and formatting reports using data gathering techniques and tracking standards

##### **Marketing and Conversion**

- SEO – 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
- Coordinating various marketing projects
- Understanding target markets and customer motivation using demographic and psycho-graphic data
- Conceptualizing and implementing key promotions on key dates to bring new customers to our brand websites
- Regular email marketing with goal of increasing open rate and click through rate
- Working with external parties to help drive traffic to CWD branded websites
- Coordinate creation of web banners, advertisements and social content
- Creating and presenting new opportunity proposals.
- Regular email marketing with goal of increasing open rate and click through rate

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

##### **Education and Experience**

- College Diploma in Marketing or a related field
- 3- 5 years of experience with online marketing/advertising, web analytics and SEO strategy development required
- Experience with coordinating large projects
- Experience or interest with consumer electronics is an asset but not required

##### **Technical Skills**

- Strong Microsoft Office (Word, Excel, Access) and the Internet
- Basic Experience with web coding including HTML, PHP, Java an asset
- Proven success helping to improve website conversion
- Advanced knowledge of Google Analytics, website analytics and consumer behavior
- Advanced knowledge or ecommerce and digital marketing KPIs

- Advanced SEO knowledge including Panda, Penguin and upcoming trends
- Strong written and verbal communication skills
- 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

### **Cognitive Skills**

- Flexible and creative in approach to problem solving
- Simplify: detangle issues to their core factors and focus on these
- Innovate down to the details
- Strive to create what's different
- Forward Thinking: Need to look beyond today and understand how things will change tomorrow in our business

### **Emotional Intelligence**

- Self-awareness: have a strong desire to develop and improve yourself and knowing when to seek outside expertise and experience
- Self-regulation: knows when to push and when to stop
- 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!  
**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.