

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 Manager

This role requires an engaged driven individual who is ready to take on the challenge of building our Baby and Security brand awareness and perception to Tier 1 level (Levana and Defender). The Brand Manager will create and implement strategies designed to promote our brand/products and increase sales across all channels for both wholesale (B2B) and retail (B2C).

As a member of a collaborative environment, together we will be challenged and driven to "Create What's Different."

The successful candidate will be responsible for:

Marketing Strategy

- **Creating & Executing Strategies:** Lead in the development, implementation and execution of the marketing plan for multiple brands (Defender, Levana and a new brand to be launched) to increase our brand awareness, perception and increase our wholesale sales
- **Product Launch:** Create successful product launch strategies to accelerate the ramp-up period and aid in the overall success of the product
- **Vendor Management & Communications:** Work with vendors on social media, marketing and advertising campaigns for our brands
- **Data Analysis:** Understand analytics and use to create better awareness and perception target markets and customer motivation using demographic and psycho-graphic data
- **Marketing Communications:** 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
- **Market Research:** Lead market research efforts to uncover the viability of current and existing products/services and capitalize on market opportunities (ex. Consumer reports, surveys, articles)
- **Budgets:** Plan, maintain and monitor the department and advertising budgets and remain within budget while hitting and exceeding goals
- **Recommendations:** Make recommendations for process improvements including regular audits and necessary amendments
- **Collaboration:** Drive the company forward through cross functional communication in areas such as product design and user experience
- **Reporting:** Report on the progress of marketing efforts to the company
- **Build Relationships:** Build and maintain relationships within the organization
- **Networking:** Gain new vendor contacts and opportunities

Content Marketing

- **General Content Writing:** Generate ideas and creative briefs such as web banner copy and video scripts for the design team to implement

- **New Product Copy:** Create amazing product marketing copy that include feature descriptions, titles, and key selling features
- **Proofing:** Review provided content for brand alignment, spelling, and grammar

Branded Websites

- **Sales:** Lead efforts to achieve our sales goals for the website
- **Promotion:** Work with internal departments to create product promotions
- **User Experience:** Manage internal projects to improve to our website functionality and user experiences
- **Web Data Analysis:** Measure and analyze traffic and sales results against goals (ROI and KPIs), share learnings and recommend changes for all advertisement and marketing campaigns
- **Web Vendor Management:** Working with vendors to achieve the following:
 - Scale traffic to our websites within predetermined ROI
 - Search Engine Optimization with the goal of increasing page rank
 - Audit websites for proper SEO structure
 - Analyze Google Analytics website data to build proposals on website improvements and user experience

Leadership

- **Big Picture Vision:** 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
- **Coaching:** Provide team members with real-time feedback and regular schedule coaching and development & review sessions.
- **Brand Alignment:** Working with teams and vendors to ensure brand alignment in customer facing materials
- **Accountability:** Ensuring output of the department is on-time and the highest quality. Communication is open and stakeholders are being informed on progress and changes.
- **Motivate and Inspire:** Create a positive environment that encourages new ideas, that recognizes the achievements of others and support those who need assistance.
- **Sharing Knowledge:** Ensure that the department is aware of trends and improvements in both techniques and technology and encourage them to stay ahead of the curve
- **New Idea Generation:** Brainstorm new and creative growth and optimization strategies with the team

Project Management

- **Project success:** 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
- **Scheduling:** Maintain a realistic schedule of these projects and ensure updates on progress and status to stakeholders regularly
- **Resource management:** Review incoming projects and tasks, delegating them to the appropriate team members to complete

Competencies

- **Fundamental Marketing Knowledge:** In-depth knowledge if marketing principles and practices such as the 4 Ps of marketing.
- **Marketing Strategy:** Creating and Executing Marketing Strategies, analyzing the performance and making improvements
- **Google Analytics Knowledge:** Proficient in using the Google analytics to pull and analyze data

- **Writing Skills:** Demonstrated ability to construct well written customer facing marketing content that communicates our brand values and speaks to the customers benefit
- **Leadership skills:** Able to on-board all those needed and ensure they have the tools to complete
- **Big Picture Focused:** Always ensuring that the efforts done contributes to our corporate objectives and long term growth
- **Goal Oriented:** If provided clear goals, able to break them down into steps and achieve.
- **Problem Solver:** When faced with an issue, focuses on the resolution and stays positive
- **Organized:** Can maintain multiple on-going projects
- **Adaptive:** Reacts quickly in urgent situations and maintains calm demeanor
- **Communication:** Keeps all stakeholders up to date, all team members are actioned when required on projects
- **Collaboration:** Can contribute to groups with new ideas and listen with an open mind

We need someone who:

- Completed post-secondary education in Marketing, Communications or other related fields
- Has 5 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.