

CWD designs, markets & sells the highest performing 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 dedicated 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!

CWD is looking for a **Brand Marketing Assistant** to join our exceptionally talented and collaborative team to cover a **Maternity-Leave contract of 12 Months!** Reporting to the Managing Director at our Niagara Falls location, the successful candidate will be responsible for supporting the brand marketing team in the development and execution of marketing plans and initiatives. Additionally, this role will be responsible for a variety of tasks such as the creation of written content, day-to-day social media coordination, and assisting with third-party partnerships.

If you are someone that likes a challenge and are continuously striving for excellence, then this is the perfect opportunity for you!

What We Offer:

- Team events
- 50% off on CWD brands

Key Responsibilities:

- Assist in the development and execution of digital marketing plans across multiple channels including social media, email, and website, and paid advertising
- Write compelling copy for use in digital marketing campaigns that aligns with our brand voice and style guidelines such as website content, blog posts, and product descriptions for new and existing products
- Investigate and identify topics and keywords that will contribute to improving the SEO performance of our brand websites and blogs through the use of Google Analytics and various online SEO tools
- Assist in the development of the social media marketing calendar and the content marketing calendar, adding images and providing content copy and suggestions
- Coordinate day-to-day tasks associated with our social media accounts including creating and scheduling posts, responding to comments and messages, monitoring analytics, etc.
- Perform quality assurance check on all marketing content prior to publication
- Conduct market research and analysis to identify trends, insights, and opportunities for growth
- Collaborate with other members of the marketing team to ensure cohesive and integrated campaigns
- Monitor competitor activity and keep abreast of industry news and developments
- Assist in building and maintaining relationships with key partners and vendors to ensure successful execution of PR programs

- Research and develop new opportunities for press and influencer coverage appropriate to brands and target audiences
- Monitor the performance of marketing initiatives and provide detailed reports to stakeholders on a regular basis
- Provide administrative support to the marketing team as needed including creating purchase orders and coordinating vendor payment, and documenting and updating departmental standard operating procedures
- Assist in the logistics of providing product samples to media and influencer contacts
- Undertake related duties as assigned to achieve the objectives and company goals

Qualifications:

- College diploma or university degree Marketing, Communications, or a related field
- Two (2) years of marketing experience
- Two (2) years of experience writing and creating unique content
- Exceptional writing and editing skills
- Solid understanding of SEO, social media best practices, and public relations
- Proficiency using Microsoft Office
- Excellent organization and time management skills
- Analytical and highly motivated self-starter
- Detail oriented problem solver
- Strong communication and interpersonal skills
- Ability to work in a fast-paced ever-changing environment

You Will Stand Out If:

- You have experience using Google Analytics and other web analytics tools
- You have product or consumer goods marketing experience

This is a full-time Maternity-Leave 12-month contract role working 40 hours a week on-site. Our hours of operation are 8:15am to 5:00pm Monday to Friday.

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