

CWD is looking for a Brand Marketing Manager who will be developing and implementing marketing strategies designed to grow our brand awareness while working collaboratively with others to “Create What’s Different”. The ideal candidate will have a background in Brand Development and the role will focus on 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!

Brand Marketing Manager

- 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
- Other perks: annual professional development fund, RRSP, 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 Area

Strategy

- Develop marketing and communications strategy through collaboration with the marketing team to execute brand and product messaging
- Integrate and adopt strong practices for ongoing monitoring and evaluation of strategic objectives and initiatives including tracking, analyzing and reporting on campaigns and overall strategy

Product Launch Coordination

- Collaborate with internal departments and external agencies on product launch marketing efforts
- Coordinate the creation of all content and visual assets to effectively communicate the benefits of the product to the end user
- Strategically customize content to specific marketplaces and platforms to maximize user engagement, improve user experience and convert potential customers
- Develop and execute communications strategy for unique product categories ensuring content is targeting appropriate brand persona/demographics

Public Relations

- Work with external agency to secure earned press coverage, media spotlights and product reviews
- Conduct media and influencer outreach to build relationships with publications in the tech and audio space
- Manage distribution/logistics of product PR samples to maximize high profile/tier 1 product coverage
- Respond to marketing inquiries by third parties

Social Media

- Identify annual social media KPIs and develop content strategy to achieve and optimize based on results
- Coordinate social media campaigns by planning and posting content across various social platforms
- Monitor and engage audience to further develop our brand communities
- Develop contests and promotions to increase brand reach and grow social media following

Content Development/Content Marketing

- Achieve high user engagement by communicating the benefits of the key selling features of the product to the end user through various digital marketing materials
- Oversee the creation of product descriptions, titles and key selling features
- Produce and manage multiple, complex content streams for regular internal and external communications including web/blog content, video scripts, product inserts, online advertisements, social media, and email communications.
- Create enchanting product copy for print and web materials
- Collaborate with senior technical leadership to develop editorial and knowledge blog articles for each brand blog, to generate top-of-funnel consumer interest and engagement while establishing brands as thought leaders
- Develop/update identity packages and branded materials

Other

- Maintain a budget and monitor the department as a cost center
- Provide a wide variety of reporting on progress of projects and marketing efforts
- Work with vendors on public relations, social media and marketing campaigns for our brands

The successful candidate requires:

Education and Experience

- Post-secondary diploma/degree in Marketing, Communications, or a related field
- Minimum of 5 years related working experience in marketing in an eCommerce/digital space with a preference in a medium sized technology company with writing creative and engaging product copies, managing social media, and public relations
- 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!