

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 **Digital Brand Marketing Manager** to join our exceptionally talented and collaborative team! Reporting to the Managing Director at our Niagara Falls location, the successful candidate will be responsible for increasing brand awareness through content marketing, public relations, and social media marketing. You'll work across all levels and departments of our organization to find out what makes our products unique and communicate it to the world.

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:**

- Full comprehensive benefits (dental, medical and eye) 80/20 split-family coverage
- Annual professional development fund
- RRSP Match
- Fitness incentives
- Team events
- 50% off on CWD brands
- Relocation expense

#### **Key Responsibilities:**

##### ***Leadership & Strategy***

- 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
- Brainstorm new and creative growth and optimization strategies with the team
- Make recommendations for process improvements including regular audits and necessary amendments
- Maintain and monitor the department budget and assess ROI
- Create digital marketing campaigns to promote our products using a variety of communication channels such as email, social media platforms, brand websites, professional reviewers, and influencers
- Achieve digital marketing strategy goals & KPI's using tools such as Google Analytics and social media analytics
- Lead creative development to motivate the target audience to “take action”
- Report on the progress of projects and marketing efforts to key stakeholders
- Collaborate with various departments on brand and product strategies

### ***Product Launch Coordination***

- Collaborate with the E-commerce team, Design team, the R&D department, and the Customer Experience department on product launch marketing efforts
- Translate brand elements into plans and go-to-market strategies
- Develop and execute communication strategy for unique product categories ensuring content is consistent and targeting the appropriate brand audience
- Monitor online conversations about our brands and products to identify meaningful feedback and insights to utilize in marketing strategies

### ***Content, Public Relations, and Social Media Marketing***

- Achieve high user engagement by communicating the benefits of the product's key selling features to the end user through various digital marketing channels
- Create product descriptions, content, visual assets, titles, and key selling features and differentiators that are SEO rich to effectively communicate the benefits of the product to the end user
- Produce and manage the creation and implementation of our company's online presence by creating and updating web pages, blogs, social media profile, and more
- Develop and update the brand playbook and style guides
- Work with an 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
- Create and manage social media marketing and content marketing calendars
- Coordinate social media campaigns by planning and posting content across various social platforms
- Develop contests and promotions to increase brand reach and grow social media following

### ***Other***

- Undertake related duties as assigned to achieve the objectives and company goals

### **Qualifications:**

- College diploma or university degree in Marketing, Communications, or a related field
- Five (5) years of experience in digital brand marketing
- Two (2) years of leadership experience
- Five (5) years of experience writing and creating unique content
- Intermediate level understanding of SEO, social media, and email marketing best practices
- Basic understanding of Google Analytics and social media analytics
- Proficient in 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 created content that ranks on the first page of Google
- You have grown a social media following to 25,000 plus
- You have product marketing experience and have had a product published on a tier 1 website

This is a full-time permanent role working 40 hours a week. 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!**