

CWD is a place for people that love to learn and grow. Our culture is challenging and collaborative. We give a deep sense of purpose to create amazing solutions that are truly different and empower our customers. Our goal is always to build strong, diverse teams of innovative people and give them the tools to succeed.

We are currently looking for a fast paced and dynamic **Digital Marketing Coordinator** to join our E-commerce department. The successful candidate will be responsible to increase traffic and conversions on our websites which will drive **CWD** forward while staying focused on the company's vision, mission and core values.

Digital Marketing Coordinator, E-commerce

- 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 coverage
- Other perks: Annual professional development fund, RRSP, fitness incentives, relocation expense, 50% off on CWD brands, team events & many more

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 Areas

Traffic and Conversion (75%)

- Managing both the overall strategy and daily administration of our digital advertising platforms (Google, Facebook, etc.)
- Search Engine Optimization with the goal of increasing the Google ranking of our branded websites
- Auditing websites for proper SEO structure and coding, report and coordinate changes
- Coordinating various marketing projects
- Conceptualizing and implementing key promotions on key dates to bring new customers to our brand websites
- Coordinating email marketing with the goal of increasing open rate, clickthrough rate and sales
- Working with external parties to help drive traffic to CWD branded websites
- Coordinating the creation of web banners, advertisements and social content
- Creating and presenting new opportunity proposals
- Conceptualizing and implementing word of mouth marketing strategies

Marketing Analysis (25%)

- Conducting research and analyzing data for various marketing initiatives
- Understanding target markets and customer motivation using demographic and psychographic data
- Measuring the return on investment (ROI) of marketing materials and online advertising

- Regular analysis of Google Analytics website data to report on ongoing initiatives as well as build proposals for new opportunities
- 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

The successful candidate requires:

Education and Experience

- University Degree or College Diploma in a related field
- 3+ years of experience with digital 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, Power Point, Outlook)
- Basic Experience with web coding including HTML, PHP, Java an asset
- Proven success helping to improve website traffic and conversion
- Advanced knowledge of digital advertising platforms and best practices
- Advanced knowledge of Google Analytics, website analytics and consumer behavior
- Advanced knowledge of E-commerce and digital marketing KPIs
- Advanced SEO knowledge including Google search algorithm trends
- Strong written and verbal communication skills
- Strong analytical and reporting skills

Cognitive Skills

- Strives for maximum efficiency & Create What's Different
- 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
- Creative problem-solving skills; strategic and “Out of the box” thinking

Emotional Intelligence

- Self-awareness: strong desire to develop and improve yourself and knowing when to seek outside expertise and experience
- Self-regulation: Controlling or redirecting disruptive impulses and moods
- 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!

Apply to this posting at www.cwdlimited.com/newcareers