

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 Marketing Coordinator** to join our exceptionally talented and collaborative team! Reporting to the E-Commerce Manager at our Niagara Falls location, the successful candidate will be responsible for increasing traffic and conversion on our brand sites and ensuring that all marketing initiatives achieve the desired return on investment. You'll work across all levels and departments of our organization to develop marketing strategies that increase sales growth and brand awareness.

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:

Traffic & Conversion

- Manage both the overall strategy and daily management of our digital advertising platforms (Google, Facebook, etc.)
- Work with external parties to help drive traffic to CWD brand websites
- Assist with the planning, scheduling, and promotion of sales events to increase revenue on our brand websites
- Increase sales by implementing merchandising strategies such as banners, badges and colour variations
- Coordinate our email marketing efforts with the goal of increasing open rate, clickthrough rate and sales
- Assist in the development and execution of marketing plans to drive traffic and sales

Marketing Analysis

- Measure the return on investment (ROI) of all marketing initiatives
- Measure and report the effectiveness of marketing strategies on sales figures and brand identities
- Analyze website data using Google Analytics to report on ongoing initiatives as well as identify areas of opportunity and recommend solutions
- Monitor and report on competitor activity and industry trends
- Understand target markets and customer motivation using demographic and psychographic data
- Prepare and format reports using data gathering techniques and tracking standards

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
- Three (3) years of experience in digital/e-commerce marketing
- Intermediate level understanding of social media and email marketing best practices
- Intermediate understanding of Google Analytics GA4
- Intermediate knowledge of digital advertising platforms and best practices
- Proficient in Microsoft Office
- Intermediate understanding of Microsoft Excel
- 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 with web coding using HTML & CSS
- You have experience with consumer electronics
- You have experience with Google Tag Manager

This is a full-time permanent 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!

CWD is an equal opportunity employer and is dedicated to creating a diverse and inclusive work environment. We are committed to providing accommodations for people with disabilities throughout the recruitment process, and upon request, will work with qualified job applicants to provide suitable accommodation in a manner that takes into account the applicant's accessibility needs due to disability. Applicants must make their accommodation needs known upon requests for interviews.