

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 **Videographer** 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 developing engaging video content for our consumers that supports our four brands and their wide range of products. You will use your creative vision to build a story to convey that we are not just selling products, we are selling a lifestyle.

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:**

##### ***Video & Design***

- Plan, storyboard, film and edit product and support videos using Adobe CC Suite
- Create and develop multimedia (audio/video) content to communicate consumer/product stories across brand channels, including social media, brand sites, blogs, marketplaces, and other channels
- Responsible for goals such as audience retention, driving traffic and engaging consumers through all social and video platforms
- Create motion graphics (e.g., title cards, lower-thirds, bumpers)
- Select and implement special visual effects, music, and special audio for each video shoot
- Drive video projects throughout the pre-production and post-production process to create interesting video content while maintaining brand integrity
- Make creative decisions regarding the editing of projects based on input from the Managing Director and ensure quality control and consistency on the final project
- Create easy to follow product instructional videos for consumers. Review and update regularly to provide the best user experience possible

- Maintain and manage content in the video library to ensure easy access to stock footage and that all videos and files are stored efficiently
- Shoot and organize assignments including product and lifestyle photography
- Carry out research and preparation for shoots, staying current with industry trends, developments, and new techniques

### ***Project Management***

- Maintain a realistic schedule for all projects
- Coordinate with Brand Marketing, Customer Experience, and Research & Development to conceptualize new and creative ideas for each project
- Maintain regular communication with stakeholders regarding updates on progress and status of projects
- Serve as the subject matter expert on video related tasks and projects

### ***Other***

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

### **Qualifications:**

- College/university degree in Web/Multimedia Design or Video Production
- Four (4) years of experience in a related field
- Proficiency with post-production software such as Adobe Premiere, After Effects, Photoshop, Illustrator, and other Adobe CC software
- Familiarity with all types of video production equipment and processes
- Strong understanding of design theory, branding, and marketing fundamentals
- Ability to create engaging story lines
- Ability to work effectively across functional groups to meet realistic schedules
- Proficiency using Microsoft Office
- Excellent organization and time management skills
- 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 creating consumer product videos
- You have experience working in an e-commerce environment
- You have a knowledge base of current, forward thinking YouTube marketing strategies

### ***Application Requirements:***

- Must provide a portfolio of relevant work for review

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!**