



Digital Marketing Assistant

Location: Niagara-on-the-Lake

Who we are:

For 25 years, we've been leaders in the baby safety (Levana) and DIY security space (Defender), creating ground-breaking consumer electronics that bring peace of mind to millions of people all over the world. Selling directly through our brand websites, Amazon, and online through our retail partners such as Costco, Walmart, Sam's Club, BJ's, Home Depot and Best Buy we are growing fast.

How You'll Make an Impact:

We are looking for an individual who can work at a very fast pace and is highly passionate about digital marketing. **Digital Marketing Assistant** will be responsible for day-to-day coordination of our influencer program, content writing & earned media outreach. Empowered with the freedom to try new things and see your ideas come to life, it's our entrepreneurial spirit and relentless drive to produce superior customer experiences that ensure we're constantly growing the Levana and Defender brands.

How You'll Contribute:

Assistant in the coordination & growth of our influencer program. Grow our social media following by writing simple but engaging content. Use your copywriting skills to create highly relevant content that speak to our target audience. Ensure that our products are reviewed by publications and tech reviewers by doing email outreach.

Influencer UGC Content:

- Reach out to influencers.
- Assist in the set up of UGC content from influencers.
- Monitor our affiliate program.

Content Writing & Posting:

- Writing & scheduling email campaigns.
- Social media posting and copywriting.
- Write engaging and relevant blogs.



Earned Media Acquisition:

- Email outreach to publications.
- Getting our products featured on relevant tech review websites.

Who You Are:

- Minimum of 1 year experience in consumer goods, e-commerce company based in US or Canada.
- Minimum of 1 year experience with experience with onboarding influencers
- Excellent copywriting skills.
- Experience in branded social media content creation.
- Eager to learn and grow, you likely have a bachelor's degree in marketing, Communications, or a related field.
- "No task is too small" attitude.
- Ability to adapt to and manage changing priorities independently in a fast-paced entrepreneurial environment without missing critical deadlines.
- Constantly learning and on the hunt for new and innovative strategies

Our Core Values:

- Excellence - We never settle for "good enough."
- Results - The path to success is paved with our dedication.
- Love - Challenges are no match for our hearts and minds.
- Learning - Experimentation and curiosity are part of our DNA.
- Simplicity - We strip away the non-essentials to get to what really matters.