



Digital Marketing Coordinator Niagara-on-the-Lake, ON

Who We Are:

For 20 years, we've been leaders in the baby safety (Levana) and DIY security (Defender) space, 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 our retail partners such as Walmart, Costco and Home Depot, we are growing fast and are looking for new creative minds to join us on this journey. For those looking to join a passionate and collaborative team that challenge conventional methods, take risks, and settle for nothing but excellence, you've found the right place!

How You'll Make an Impact:

We are looking for a creative, results driven digital marketer with a "growth hacker" mentality that will be responsible for day-to-day implementation and continuous improvement of our brand and e-commerce strategies. Reporting directly to the CEO, you will work closely with the Marketing, Design and Support teams on the development and execution of various growth campaigns and product launch strategies that drive awareness, loyalty, acquisition, and engagement. 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 ensures we're constantly growing the Levana and Defender brands.

- **Strategy:** Assist with research and strategy development that continuously improves our robust cross-media marketing programs that include, but are not limited to, earned media, brand collaborations, influencer and affiliate marketing, social media management and content creation.
- **PR & Earned Media:** Obtain earned media opportunities for the Levana and Defender brands, such as inclusion in 'Best Of' guides and continuously work to improve brand awareness and reputation. Leverage social media brand partnerships for lead generation through giveaways and brand collaborations.
- **Influencer Marketing:** Build and nurture influencer relationships to ensure the smooth and successful execution of all influencer campaigns. This includes regularly tracking KPIs against critical business objectives.
- **Content Creation & Copywriting:** Create engaging copy with flare. Master the art of turning 'geek speak' into 'street speak' to effectively communicate our offerings to consumers. Assist in producing content for blogs, emails, press releases, customer surveys etc.
- **Affiliate Marketing:** Manage the brands' affiliate programs and Amazon affiliate network. Identify new opportunities and manage relationships with existing affiliate partners.
- **Social Media Management:** Develop cohesive, relevant and engaging content for all social media channels (static images, infographics, videos, blog content, etc.) that encourage engagement, increase brand awareness, and drive traffic to the websites.
- **Research, Planning & Reporting:** Conduct competitor analysis and keyword research to assist in campaign creation. Create and maintain clear content calendars that align promotional activities, sales initiatives, media placements and collaborations to ensure agency alignment. Conduct weekly and monthly reporting, providing actionable insights for consistent growth

(We're looking for someone that loves digging into the data & ideally doesn't need another BI Guru to build reports for you!). Assist Marketing team with tracking campaign budgets.

- **Other:** Support the Marketing, Design and Sales Teams with ad hoc projects as required

Who You Are:

- 2-4 years of experience in a similar digital marketing role for an ecommerce consumer goods company
- Eager to learn and grow, you likely have a bachelor's degree in Marketing, Communications, or a related field
- Previous experience utilizing Facebook Business Manager
- Experience with the following platforms is considered an asset: Shopify, Asana, Klaviyo, Facebook
- Thorough knowledge of social media platforms and best practices (experience with Instagram/Facebook shopping is a plus!)
- "No task is too small" attitude
- Exceptional written and verbal communication skills
- Strong understanding of Google Analytics (Bonus points if you're Certified!)
- Strong understanding of and experience using Excel
- Highly analytical with a keen attention to detail (Bonus points if you have experience with Power BI, Google Data Studio or similar BI tools)
- 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

*Please include with your application a portfolio, samples of written content, earned media, influencer campaigns and managed social media accounts.

How We're Keeping You Safe:

ETI is committed to providing a safe working environment to ensure that our team (current and future!) remain healthy and safe – therefore we have put measures in place, such as daily office sanitization, socially distant desk spaces, and providing masks for all team members.