



Empowerment Technologies Inc.
590 York Road, Unit 2.
Niagara-on-the-Lake, ON, Canada L0S 1J0
www.etinc.ca

Email Marketing Specialist

****This role works in office out of our Niagara-on-the-Lake location.****

For over 20 years we have been creating truly ground-breaking products through our brands in the DIY security (Defender) and baby safety space (Levana). We pour love into everything we make and our success is always measured in customer satisfaction, not profit margins. This passion has ensured that only our very best solutions make it into the hands of our customers, through retailers like Costco, Lowes and Target, and bring peace of mind to people all over the world.

We are looking for a fast-paced results driven **Email Marketing Specialist** with the ability to create innovative and engaging written content that engages media and influencers to drive conversions. Reporting to the CEO, you will work closely with the Marketing, Graphic Design and Support teams on the development and execution of various growth campaigns and product launch strategies that drive awareness, engagement loyalty and ultimately acquisition.

What's In It for You:

- Competitive compensation and benefits
- Work in a passionate and collaborative team
- Be part of a fast growth high performance culture
- Freedom to try new things and see your ideas come to life

Responsibilities Include:

- **Email & SMS Marketing (35%):** Write copy, coordinate media development and organize the email campaign deployment. manage the calendar and create flows/automations/nurture campaigns.
- **Earned Media & Influencer Marketing (25%):** Obtain earned media and influencer opportunities in exchange for free products. Leverage social media brand partnerships for lead generation by capturing emails through giveaways and brand collaborations.
- **Affiliate Marketing (15%):** Identify new opportunities and manage relationships with existing affiliate partners.
- **Social Media & Blog Management (15%):** Coordinate and develop cohesive, relevant and engaging written content for all social media channels.
- **Copywriting (10%):** Turn 'tech speak' into 'street speak' with dramatic flare to get potential customers excited about our products.



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- **Research, Planning & Reporting:** Conduct daily, weekly and monthly reporting, such as competitor analysis and keyword research, that provides actionable insights for consistent growth.

Who You Are:

- 2 + years of experience in email marketing
- Bachelor's degree in Marketing, Communications, or a related field
- Experience with the following platforms is considered an asset: Shopify, Asana, Klaviyo, Facebook/Instagram
- Ability to adapt to and manage changing priorities independently in a fast-paced entrepreneurial environment without missing critical deadlines
- Proven ability to use Excel
- Strong understanding of Google Analytics