



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

*We ask all applicants to submit a portfolio, samples of written content, and/or past managed social media accounts.

Who We Are:

For 20 years, we've been leaders in the baby safety (Levana) and DIY security (Defender) space, creating groundbreaking 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 strategic development and day-to-day implementation of our brand and e-commerce strategies. As a Digital Marketing Lead, you will work closely with the Marketing, Sales, 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. This role operates out of our Head Office in Niagara-on-the-Lake.

- **Strategy:** Lead strategy development and continuous improvement of robust cross-media marketing programs that include, but are not limited to, direct marketing, paid advertising, social media management, content creation, pricing strategies and new product launches for the Levana and Defender brands. Ensure all strategies are aligned across brand websites, Amazon and retailer channels.
- **Advertising:** Lead and collaborate with agency partners to develop and implement cohesive omni-channel paid and organic campaigns (primarily Google, Social, Amazon & Affiliate) that drive awareness, sales and improve the customer's experiences with the brand. Responsible for maintaining a healthy (and growing) monthly ad budget, while achieving aggressive revenue and ROAS targets.
- **Email Marketing:** Maintain and build new audience segments and automated flows that nurture subscribers through the sales funnels. Plan and deploy regular campaigns that drive engagement and sales, while closely monitoring and optimizing performance.
- **Content Creation:** Develop cohesive, relevant and engaging content for the Levana and Defender social media channels (static images, infographics, videos, blog content, etc.) that encourage engagement, increase brand awareness, educate consumers and drive traffic to the websites.
- **Copywriting:** Create engaging and optimized ad, product and website copy with flare.
- **E-Commerce:** Inventory forecasting and management of Shopify stores including pricing and promotional strategy., new product set ups and reporting.
- **Reporting:** Own weekly and monthly reporting , and manage budgets for all campaigns, 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!).
- **Other:** Support Marketing, Design and Sales Teams with ad hoc projects as required. Manage a marketing team of two.

Who You Are:

- 3-7 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
- Demonstrated ability to drive ROI through strategic digital advertising campaigns
- Must have experience with the following platforms considered an asset: Asana, Klaviyo, Google Ads, Facebook Business Manager
- Must have previous experience with Shopify
- "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)
- Experience directly managing team members
- Ability to adapt to and manage changing priorities independently in a fast-paced entrepreneurial environment without missing critical deadlines
- Thorough knowledge of social media platforms, paid advertising, email marketing and best practices
- Constantly learning and on the hunt for new and innovative strategies

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.