



Growth Marketing Manager Niagara-on-the-Lake, ON

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 e-commerce sales strategies with the ultimate goal of increasing our sales while adhering to our ROAS goals. As a **Growth Marketing Manager**, you will work closely with the Marketing, Sales, Design and Support teams on the development and execution of various growth campaigns. You will also be responsible for driving high intent leads to our brand websites via paid ads, email and SMS marketing, earned media, influencers, brand partnerships and affiliate placements to convert sales. 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.

- **Sales Strategy:** Lead strategy development and continuous improvement of robust cross-media marketing programs that include, but are not limited to, direct marketing, paid advertising, pricing strategies and new product launches for the Levana and Defender brands. Ensure all strategies are aligned across brand websites through the development of a quarterly sales and promo plan.
- **Advertising:** Lead and collaborate with agency partners to develop and implement cohesive omni-channel paid and organic campaigns (primarily Google, Social, Affiliate and media partners) 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/SMS Marketing:** Manage the maintenance and building of new audience segments and automated flows that nurture subscribers through the sales funnels. Closely monitor and optimize performance of the team’s planning and deployment of email/SMS campaigns that drive engagement and sales.
- **Brand Collaborations:** Oversee all brand collaborations including giveaways, influencers, earned media and affiliate marketing as well provide leadership on the brands’ social media strategy.
- **Copy Writing/Blog Writing:** Lead ETI’s content development by creating various long and short-form conversion-focused marketing assets that aim to attract and engage throughout the customer journey, including blog posts and articles, web copy, social posts, digital ads, etc.
- **E-Commerce Operations:** Inventory forecasting and management of Shopify stores including new product set ups and reporting.
- **Reporting:** Own daily, weekly and monthly reporting as well as 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!).
- **Management:** Manage the Digital Marketing team.
- **Other:** Support Marketing, Design and Sales Teams with ad hoc projects as required.

Who You Are:

- 3-7 years of experience in a similar digital marketing role
- 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



- Experience with the following platforms is 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.