



## Digital Marketing Coordinator

\*We ask all applicants to submit a portfolio, samples of written content, earned media, influencer campaigns and managed social media accounts.

This role is in our Head Office in 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 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 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:** Contribute to strategy development and continuous improvement of 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. Ensure smooth and successful execution of all influencer campaigns, tracking KPIs against critical business objectives.
- **Content Creation & Copywriting:** Create engaging product copy with flare. Master the art of turning 'geek speak' into 'street speak' to effectively communicate our offerings to consumers. Produce content for products, packaging, product inserts, blogs, press releases, customer surveys etc.
- **Affiliate Marketing:** Manage the brands' Affiliate Programs. Identify new opportunities and manage relationships with existing affiliate partners.
- **Social Media Management:** Strategy and content planning. 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.
- **Reporting:** Own weekly and monthly reporting 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

### 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
- Must have experience with the following platforms: Shopify, Asana, Klaviyo, Facebook Business Manager



- 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