

Marketing Coordinator

CWD (Circus World Displays Ltd.) owns and operates 4 divisions and over 30 brands. Our divisions include SVAT Electronics, Tronics International, BlueTronics Group and RDS. CWD was established in 1961 and has become an innovator in the consumer electronics world.

We are experiencing growth in our Marketing department which has resulted in the need for a Marketing Coordinator.

The successful candidate will be responsible for:

- Create and edit written/multimedia content for company websites
- Coordinate marketing projects clearly; articulating project scope and objectives while meeting deadlines
- Manage marketing material budget within specified company guidelines and procedures
- Conduct research and analyze data for various marketing initiatives
- List products for sale on various company websites
- Measure the return on investment (ROI) of marketing materials, product and service modifications
- Measure and report the effectiveness of marketing strategies on sales figures and brand identities
- Understand target markets and customer motivation using demographic and psychographic data
- Prepare and format reports using data gathering techniques and tracking standards
- Effectively complete other duties as assigned

The successful candidate requires:

- College diploma or University degree in a related field
- 1-2 years of Marketing related experience
- Experience using Microsoft office and various social networking programs
- Graphic/Web Design experience is an asset

Qualified candidates are encouraged to apply online by visiting <http://www.svat.com/hr.php> and selecting the "Apply for a Position Now" button. Please note that only selected candidates will be contacted for an interview.