

Marketing Coordinator

Posted By: 1486281 B.C. LTD.

Location: Richmond

Salary: \$37 Per Hour

JOB ID : RJ3513513

Posting Date : 28-Nov-2025

Expiry date : 27-May-2026

Education : College

Language : English

Vacancies : 1

Years of Experience : 1 year

Job Type : Full Time

Job Description

Marketing Coordinator

Company: 1486281 B.C. LTD. (operating as CHAYAN)

Location: Richmond, BC

Position Type: Full-time, Permanent

Wage: \$37.00 per hour

About CHAYAN

CHAYAN is a premium Chinese tea brand that has always adhered to the highest standards of quality. Our mission is to bring customers the finest tea experience through continuous innovation and research. With a professional R&D laboratory based in China, CHAYAN is dedicated to developing new tea concepts, refining product formulations, and creating high-quality tea beverages that blend tradition with modern taste.

Key Responsibilities

- Understand CHAYAN's brand philosophy and tea products, and capture what makes each one unique in our marketing stories.
- Develop and implement marketing strategies and campaigns for both online and offline channels.

- Manage CHAYAN's social media platforms, create engaging content, and monitor audience engagement.
- Coordinate promotional events, influencer collaborations, and seasonal marketing activities to boost brand awareness.
- Conduct market research to identify customer preferences, competitor trends, and emerging marketing opportunities.
- Collaborate with designers, photographers, and suppliers to ensure brand consistency across all marketing materials.
- Prepare marketing reports, presentations, and promotional briefs to support campaign planning and management discussions.
- Assist in developing promotional materials such as product brochures, menu inserts, and seasonal visuals to ensure brand consistency.
- Track and evaluate campaign performance, collect feedback, and contribute ideas for continuous brand improvement.

Qualifications

- Post-secondary education in Marketing, Communications, or a related field.
- Minimum 1 year of related marketing experience (experience in food & beverage or retail industry is an asset).
- Strong understanding of digital marketing, social media platforms, and influencer engagement.
- Excellent communication, copywriting, and organizational skills.
- Creative mindset with attention to visual branding and storytelling.

How to Apply

Please send your resume and a brief cover letter to: chayanrmd@outlook.com

We thank all applicants for their interest; however, only those selected for an interview will be contacted.

To apply for this job vacancy, please send your resume along with a cover letter and a reference letter from your previous employer to the following email: chayanrmd@outlook.com

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