



## **digital marketing coordinator**

**Posted by:** THINKA CREATIVE LTD.

**Posting date:** 24-Nov-2025      **Closing date:** 23-May-2026

**Education:** • A university degree or college diploma in in Marketing, Communications, Business Administration, Digital Media or a related field

**Language:** English

**Job location:** Richmond

**Salary:** \$38 Per Hour

**Years of Experience:** 1 year

**Vacancy:** 1

**Job Type:** Full Time

**Job id:** CAJ4095967

## **Job description:**

JOB OPPORTUNITY at Thinka Creative Ltd.

Position: digital marketing coordinator (1 Positions Available)

Location: Richmond, BC

Salary: \$38/hour

Work Hours: 30-40 hours/week

About THINKA:

At THINKA, we pride ourselves on offering the most contemporary, stylish, and high-quality products in the market. As a rapidly growing retail company based in Canada, we're on the lookout for dedicated individuals to join our vibrant team. Come be a part of our mission to

bring elegance, trend, and happiness to every household. If retail is your passion and you're in search of an energetic workplace, THINKA awaits you!

About the work:

- Assist in formulating and implementing digital marketing strategies across multiple channels (e-commerce website, social media, email, paid search/display) to support Thinka's growth and brand awareness.
- Create, schedule and publish engaging content (text, image, video) for platforms including Instagram, TikTok, Facebook, Shopify storefront and email newsletters, ensuring alignment with brand voice and campaigns.
- Monitor and manage day-to-day social media activities: respond to customer comments and reviews, track community feedback and escalate key issues to the Marketing Manager.
- Set up, track and optimize digital advertising campaigns (Google Ads, Meta Ads, etc.): monitor spend, analyse key performance indicators (KPIs) and recommend adjustments for improved ROI.
- Use web analytics tools (e.g., Google Analytics, Shopify analytics) to generate reports on campaign performance, website traffic, conversion rates and digital ad effectiveness, present findings and recommendations to senior team members.
- Collaborate with graphic designers, copywriters, product and sales teams to coordinate launch plans for new products, promotions and seasonal collections; ensure that assets, landing-pages and tracking tags are properly set-up.
- Conduct market research and competitive benchmarking: identify trends in lifestyle retail, e-commerce, social media influencers and digital behaviour; share insights to inform future campaign planning.
- Maintain and update the digital asset library, manage product-image feed, support SEO efforts by coordinating content updates and liaising with external vendors/partners as needed.
- Support event-marketing and offline promotion (pop-up shops, influencer meet-ups, live streams) by coordinating logistics, digital promotion and post-event reporting.
- Ensure brand, advertising and digital communications comply with relevant legal/privacy standards, trademark guidelines and company policy.

**About candidates:**

- A university degree or college diploma in Marketing, Communications, Business Administration, Digital Media or a related field
- 1+ years of hands-on experience in digital marketing (e-commerce preferably), managing social media, digital campaigns, content creation and analytics
- Technical proficiency with platforms and tools such as Google Analytics, Google Ads, Facebook/Meta Ads Manager, Shopify (or equivalent CMS/e-commerce platform), social media scheduling tools, basic SEO/SEM understanding.
- Team-oriented, collaborative attitude: will work closely with design, product, sales and external partners/influencers.
- Knowledge of lifestyle/retail e-commerce market dynamics (an asset) and experience with influencer/UGC campaigns and content-creation (photo, video) preferred.
- Creative flair and attention to detail: able to work in fast-paced environments, coordinate multiple campaigns/projects and respect deadlines.

**How to Apply:**

Send your resume and a brief cover letter to [hrthinka@gmail.com](mailto:hrthinka@gmail.com)

We look forward to having you on our team! Thank you for your enthusiastic applications, but only the selected candidates will be notified to attend the interview.

**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: [hrthinka@gmail.com](mailto:hrthinka@gmail.com)**

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