Marketing Director (NOC 10022)

Beeta International Education Group Inc.

Job ID
52058

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LOCATION	DATE POSTED	EXPIRY DATE
210-2048 W 41st Ave, Vancouver, BC | British Columbia	20-11-2026	19-05-2027

TYPE OF JOB	SALARY	MIN. EXPERIENCE	MIN. EDUCATION
Full Time	CAD $56 per hour; 40 hours per week	3 years to less than 5 years	College/CEGEP

Job Details

Employer: Beeta International Education Group Inc.

Position: Marketing Director (NOC 10022)

Salary: $56 per hour

Working Hours: 40 hours per week

Job Type: Full-time, Permanent

Work Location: 210-2048 W 41st Ave, Vancouver, BC V6M 1Y8 Canada

About Beeta

Since 2009, Beeta International Education Group has provided professional academic advisory services to students across North America, helping them pursue admission to their preferred high schools and post-secondary institutions. Its services include personalized academic planning, supported by relationships with Canadian public and private high schools, boarding schools, universities, vocational schools, and colleges offering language training programs.

Through its core operations and affiliated businesses, Beeta has expanded into cross-cultural education and exchange initiatives, connecting students, artists, and institutions through creative workshops and cultural collaborations. Together, these services support students' academic development, cultural understanding, and global awareness.

Position Overview

Beeta International Education Group Inc. is seeking an experienced Marketing Director to lead the group's overall marketing strategy and planning and coordinate shared marketing priorities across affiliated businesses.

Reporting to senior management, the Marketing Director will establish long-term marketing objectives, guide brand positioning and market expansion, oversee marketing budgets and resource allocation, and review marketing performance in collaboration with the responsible marketing and business leaders.

The successful candidate will provide strategic leadership in strengthening the group's competitive position, expanding its domestic and international market reach, and developing sustainable marketing channels and partnerships, while preserving the distinct positioning of each affiliated business's services.

To Apply:

Please send your CV to recruit@beeta.ca with the subject line "Marketing Director".

Job Description

Main Duties

Reporting to senior management, the Marketing Director will lead marketing planning and oversight for Beeta International Education Group Inc. and coordinate shared marketing priorities across affiliated businesses.

• Develop the group’s overall marketing strategy and annual planning framework, aligning the marketing plans of individual businesses with growth objectives, service priorities, and target markets.

• Establish shared brand positioning, communication standards, and marketing review procedures, ensuring consistency across affiliated businesses while preserving the distinct positioning of their services.

• Coordinate with marketing and business leaders to review proposed campaigns, align promotional schedules, resolve competing priorities, and organize joint initiatives and shared marketing resources.

• Direct market research across the group’s service areas and evaluate findings to guide market expansion, service development, and the positioning of new educational offerings.

• Consolidate marketing budget proposals for senior management approval, allocate approved resources among business priorities, and monitor spending and the effectiveness of marketing investments.

• Establish strategic priorities for marketing channels and referral networks, and evaluate major partnership and co-marketing proposals for their contribution to the group’s brand, market reach, and growth objectives.

• Establish common performance measures and reporting standards, review results with the responsible marketing and business leaders, and recommend improvements to strategies, resource allocation, and marketing capabilities.

Qualifications

• A university degree or college diploma in Marketing, Business Administration, Communications, Management, or a related field. An MBA or other relevant advanced qualification is an asset.

• A minimum of 3 years of progressive experience in marketing, brand development, or market development, including responsibility for strategic planning and team or project leadership.

• Strong understanding of the education consulting industry, target demographics, and client needs to inform marketing strategy and service positioning.

• Demonstrated ability to develop and implement integrated marketing strategies that strengthen brand recognition, generate qualified leads, and support business growth across the group’s services.

• Experience conducting market research, identifying growth opportunities, and adapting marketing approaches to different client segments and geographic markets.

• Ability to manage marketing budgets, allocate resources, and evaluate campaign performance and return on marketing investment.

• Strong leadership and communication skills, with the ability to direct marketing personnel, manage external partners, and coordinate with management and client service teams.

• Experience in education consulting, international education services, or student recruitment is an asset.

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