Marketing Director (NOC 10022)

Ecological Park Agriculture Inc.

Job ID
52060

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LOCATION	DATE POSTED	EXPIRY DATE
12155 Riverside Way, Richmond, BC | British Columbia	20-11-2026	19-05-2027

TYPE OF JOB	SALARY	MIN. EXPERIENCE	MIN. EDUCATION
Full Time	CAD $55 per hour; 40 hours per week	5 year or more	College/CEGEP

Job Details

Employer: Ecological Park Agriculture Inc.

Position: Marketing Director (NOC 10022)

Salary: $55

Working hours: 40 hours per week

Job type: Full-time; Permanent

Work location: 12155 Riverside Way, Richmond, BC V6W 1K8, Canada

Company Overview

Ecological Park Agriculture Inc., is a British Columbia-based company engaged in agricultural production, fresh food wholesale, distribution and e-commerce. The company operates a farm in Langley and a warehouse in Richmond, supporting the sourcing, storage and distribution of fresh produce and food products.

Through its distribution operations, the company focuses on delivering quality agricultural and food products to customers, supported by direct sourcing, cold-chain storage and efficient distribution services.

Ecological Park Agriculture Inc. is seeking an experienced Marketing Director to lead its marketing activities, develop market expansion strategies and strengthen its wholesale distribution and e-commerce marketing channels, with a focus on attracting and retaining commercial clients.

How to Apply

Please submit your resume to luniuhr@gmail.com with "Marketing Director" in the email subject line.

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

Job Description

Key Responsibilities

• Plan, organize, direct, control and evaluate the company’s marketing activities; establish marketing strategies, departmental objectives and annual plans to support growth in agricultural products, food wholesale and e-commerce, with a focus on commercial markets.

• Direct market research initiatives and analyze commercial clients’ purchasing needs, supplier selection criteria, industry trends and competitor activities to identify market opportunities and guide product positioning.

• Develop and expand marketing and distribution channel networks for fresh produce and food products, working with

sales and operations teams to strengthen wholesale partnerships and reach new commercial client segments.
• Lead and oversee the company's marketing team, establish priorities, assign responsibilities, evaluate performance and identify staff training and development needs.
• Direct the development and implementation of digital marketing strategies for the Luniu Mall e-commerce platform, including online promotions, commercial client acquisition and brand visibility.
• Oversee corporate branding, advertising campaigns and promotional initiatives to strengthen market recognition and communicate the value of the company’s agricultural and food products, sourcing and distribution capabilities to commercial clients.
• Prepare and manage marketing budgets, allocate resources, monitor expenditures and evaluate the effectiveness of marketing investments.
• Establish marketing performance indicators, assess campaign results, commercial client acquisition and retention, and channel development outcomes, and recommend strategic improvements to senior management.

Qualifications
• A university degree or college diploma in Business Administration, Marketing, Commerce or a related field, preferably with a specialization in marketing or sales.
• Minimum five years of progressively responsible experience in marketing, sales or a related field, including experience in marketing management or team leadership.
• Demonstrated experience in business-to-business promotion and brand marketing, including developing marketing strategies and campaigns for commercial clients.
• Experience managing marketing budgets, supervising personnel and evaluating marketing performance.
• Experience using market research to understand commercial purchasing decisions, identify new client segments and support market expansion and distribution channel development.
• Strong understanding of digital marketing and e-commerce, with the ability to communicate product and supplier value to commercial clients.
• Strong analytical, organizational, communication and leadership skills.

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