

Marketing Specialist (NOC 11202)

Safeway Tire Depot

Job ID
39297

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LOCATION	DATE POSTED	EXPIRY DATE	
1-7484 Hume Ave, Delta, BC, Canada V4G1C5, Delta, BC British Columbia	04-03-2026	31-08-2026	
TYPE OF JOB	SALARY	MIN. EXPERIENCE	MIN. EDUCATION
Full Time	CAD \$37.00/hour; 35 hours/week	2 years to less than 3 years	Bachelor's degree

Job Details

COMPANY PROFILE:

Safeway Tire Depot was founded over seven years ago and is based in Delta, British Columbia. With our knowledgeable and experienced staff members, we have been delivering quality products with exemplary services across western Canada since then.

Our company specializes in offering a wide selection of tires, wheels, and car accessories, tailoring our services to meet customer needs. We provide custom orders, specialty tires, and a user-friendly online ordering system, all aimed at ensuring safety and customer satisfaction. Additionally, we focus on offering competitive pricing and fostering reliable, repeat customer relationships.

Safeway Tire Depot is seeking a Marketing Specialist to support the company’s continued growth. The successful candidate will be responsible for developing and implementing marketing strategies to enhance brand visibility, strengthen customer engagement, and support overall business growth.

HOW TO APPLY:

For more information, please visit our website <https://safewaytire.ca/>. Please send us your resume to this email: safewaytirehr@gmail.com. We only accept resumes by email, and only qualified candidates will be contacted.

Job Description

KEY RESPONSIBILITIES:

- Assess the characteristics of the company’s products and services to determine appropriate marketing and advertising strategies
- Conduct market research and analyze industry trends, customer needs, and competitor activities to support business growth
- Manage post-campaign analysis to measure performance metrics and prepare detailed marketing reports
- Develop and maintain company social media accounts, including monitoring customer engagement and responding to inquiries
- Prepare and oversee the development of marketing materials such as brochures, presentations, newsletters, and website content
- Develop and implement digital and direct marketing campaigns across various platforms, and coordinate related

promotional initiatives and marketing programs for internal and external audiences.

- Develop and implement public relations strategies to enhance brand awareness and corporate image
- Organize workshops, meetings, and promotional events to support continuous business development objectives and client loyalty
- Collaborate with internal and external stakeholders to ensure marketing initiatives are effectively executed and aligned with overall organizational goals.

JOB REQUIREMENTS:

- Bachelor's degree or higher in Marketing, Business Administration, Economics, or a related field.
- Minimum of two years of full-time, professional marketing experience in the automotive, tire, industrial products, or related distribution/retail sector.
- Demonstrated experience conducting market analysis and developing marketing strategies for industrial or consumer durable goods.
- Proven experience independently planning and organizing marketing events, promotional campaigns, or industry-related initiatives.
- Strong understanding of integrated marketing principles, campaign development, and performance evaluation.
- Experience with digital marketing tools, social media platforms, and analytics software.
- Experience working within a structured commercial environment involving direct collaboration with sales, operations, or product teams.
- Excellent written and verbal communication skills in English.
- Strong analytical, organizational, and project management skills.
- Ability to work independently while contributing effectively within a team setting.