

# Marketing Specialist

ROYALTEA CANADA

Job ID

**40537**VIEW THIS JOB ONLINE: <https://www.firstnationsjob.com/jobs/40537>

LOCATION	DATE POSTED	EXPIRY DATE	
Unit 3 - 77 Milliken Blvd, Scarborough, ON  Ontario	10-07-2026	06-01-2027	
TYPE OF JOB	SALARY	MIN. EXPERIENCE	MIN. EDUCATION
Full Time	CAD 38	1 year to less than 2 years	College/CEGEP

## Job Details

Job title: Marketing Specialist

Company: ROYALTEA CANADA

Location: Unit 3 - 77 Milliken Blvd, Scarborough, Ontario M1V 2R4

Job Type: Permanent Full-time, 30 hours per week (Day, Morning, Evening)

Salary: \$38.00 per hour

### About Royaltea Canada

Royaltea Canada is an authentic Asian-style beverage chain that introduced fresh-brewed, customizable tea to the Canadian market in 2016. Operating out of our primary corporate location at 77 Milliken Blvd in Scarborough, Ontario, the brand is built on a commitment to using natural ingredients and made-to-order preparation.

Over the last decade, we have grown into a rapidly expanding brand and premier wholesale supplier for the Canadian food and beverage industry. With our corporate headquarters in Scarborough and a footprint stretching across the Greater Toronto Area (Richmond Hill, Mississauga, Toronto, North York) and Calgary, Alberta, we are the ultimate one-stop solution for the bubble tea and café sector.

From premium loose-leaf teas and fresh ingredient syrups to custom-branded packaging and elegant catering setups (like our signature Royaltea Party Stations), we help local businesses succeed with quality they can trust.

### How to Apply

If you have a passion for marketing, e-commerce, and the booming beverage industry, we want to hear from you!

Please send your Resume and a Cover Letter directly to [hire@royalteacanada.com](mailto:hire@royalteacanada.com)

Royaltea Canada is an equal opportunity employer. We thank all applicants for their interest, however, only those selected for an interview will be contacted.

## Job Description

### Qualifications & Requirements

- Education: College, CEGEP, or university diploma/degree
- Experience: 1 year to less than 2 years of professional marketing experience

- **Technical Skills:** Familiarity with social media platforms (Instagram, TikTok, XiaoHongShu), e-commerce platforms (Shopify), basic email marketing tools, and graphic design tools (Canva or Adobe Creative Suite).
- **Key Attributes:** High attention to detail, strong organizational skills, creativity, and a customer-focused mindset.
- **Languages:** Excellent professional written and oral English is required.

#### Responsibilities & Tasks

- **Digital & E-commerce Marketing:** Plan, direct, and execute online marketing campaigns and website promotions to drive high-intent business traffic to our Shopify platform.
- **Content Creation & Copywriting:** Gather, research, and prepare marketing materials. Write compelling product copy and website content for new stock arrivals (syrops, toppings, seasonal flavors).
- **Social Media & Content Creation:** Own our social media presence (primarily Instagram, TikTok, and RED). Gather, research, and film high-quality photo/video content featuring our ingredients, drink recipes, and catering setups.
- **B2B Collateral Design:** Assist in the preparation, design, and distribution of physical and digital product brochures, wholesale catalogs, price lists, and email newsletters.
- **Campaign & Event Coordination:** Plan and coordinate special promotional events, sample box distributions, and holiday marketing campaigns.
- **Market Analysis:** Conduct surveys and analyze buying data to understand the shifting preferences of both retail consumers and wholesale cafe owners.
- **Client Engagement & Database Management:** Maintain and manage our digital database and advise wholesale clients on the best promotional strategies to use for our products in their own stores.