

Marketing and Partnerships Manager (NOC 10022)

Job ID
40888

Beeta International Education Group Inc.

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LOCATION	DATE POSTED	EXPIRY DATE	
210-2048 W 41st Ave Vancouver BC V6M 1Y8 Canada, Vancouver, BC British Columbia	18-08-2026	14-02-2027	
TYPE OF JOB	SALARY	MIN. EXPERIENCE	MIN. EDUCATION
Full Time	CAD \$54 per hour; 35 hours per week	3 years to less than 5 years	Bachelor's degree

Job Details

Employer: Beeta International Education Group Inc.
Position: Marketing and Partnerships Manager (NOC 10022)
Salary: \$54 per hour
Working hours per week: 35 hours
Job type: Full-time; Permanent
Work location: 210-2048 W 41st Ave Vancouver BC V6M 1Y8

About Beeta:

Since 2009, Beeta International Education Group has been committed to providing professional academic advisory services to students across North America. With over 16 years of experience, we have successfully guided countless students in securing offers from their desired high schools and universities. We specialize in personalized academic planning and maintain strong partnerships with leading Canadian educational institutions, including private and public high schools, universities, boarding schools, occupational schools, and colleges offering language training programs. In recent years, Beeta has also expanded into cross-cultural and education exchange initiatives, connecting students, artists, and institutions through creative workshops and cultural collaborations to enhance students’ overall development and global awareness.

Position Overview:

We are seeking an experienced and creative Marketing and Partnerships Manager to lead Beeta’s brand and growth strategy across academic advisory and cross-cultural exchange programs. The ideal candidate combines integrated marketing leadership with strong skills in partnership development, media relations, institutional collaboration, and event program management. With proven experience in international or culture-related promotion, the successful candidate will elevate Beeta’s brand visibility, drive student recruitment, and curate cross-cultural initiatives in collaboration with schools, artists, cultural institutions, and international partners.

To Apply?

Please send your CV and Cover Letter to recruit@beeta.ca with the subject line “Marketing and Partnerships Manager.”

Job Description

Key Responsibilities?

- Provide strategic leadership in developing and executing annual marketing plans that strengthen Beeta's brand positioning, drive student recruitment, and expand cross-cultural exchange initiatives.
- Establish clear KPIs and performance dashboards covering brand, demand generation, partnerships, events, and media; report insights to executive leadership and optimize strategies based on data analysis.
- Oversee market intelligence efforts by directing research on industry trends, competitive landscapes, and domestic and international target audiences to identify opportunities and inform strategic decisions.
- Direct integrated marketing campaigns across digital and traditional channels; lead PR and media relations; and oversee thought-leadership content and creative development to ensure resonance with multicultural audiences.
- Cultivate and maintain strategic relationships with Canadian and international schools, universities, agencies, cultural and arts institutions, and media organizations to enhance collaboration and strengthen brand reputation.
- Negotiate MOUs, sponsorships, and co-marketing agreements; develop co-branded programs and collaborative initiatives with partners.
- Lead the design and execution of flagship events, including education fairs, strategic seminars, webinars, and cross-cultural arts and education programs.
- Develop high-touch engagement strategies to connect with high-intent families and communities.
- Collaborate with executive leadership to ensure consistent brand messaging, cohesive marketing execution, and alignment with corporate objectives.
- Recruit, mentor, and manage the marketing team to ensure high performance, creativity, and operational excellence.

Qualifications:

- Bachelor's degree in Marketing, Communications, Business Administration, Management, or a related field.
- Minimum of 3 years of experience in a marketing management role.
- Proven experience in building and managing integrated marketing strategies and strategic partnerships
- Strong analytical skills with experience in data-driven analysis, reporting, and continuous optimization of marketing performance.
- Demonstrated leadership, creativity, and strategic planning abilities.
- Excellent communication and negotiation skills.
- Familiarity with multicultural environments and effective cross-cultural communication.