

Marketing Coordinator - Baby Square

Baby Square

Job ID
40928

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LOCATION	DATE POSTED	EXPIRY DATE	
4800 No. 3 suite 134, Richmond, BC British Columbia	22-08-2026	18-02-2027	
TYPE OF JOB	SALARY	MIN. EXPERIENCE	MIN. EDUCATION
Full Time	CAD CAD \$36.65-\$38.50 per hour (to be negotiated)	2 years to less than 3 years	College/CEGEP

Job Details

About Baby Square

Since our humble beginnings in spring 2013, Baby Square has been dedicated to serving families with thoughtfully curated, high-quality baby products. Starting from a cozy 800 sq. ft. store in Richmond, BC, we’ve grown by putting people first—making shopping more personal, joyful, and accessible.

Today, we support over 3,000 families across Canada and beyond through our retail stores and online shop. Every product is chosen with care, and every order is packed with intention. In 2022, we relaunched our website with a faster, more intuitive shopping experience, a loyalty program, and an improved inventory system—all built around our core philosophy: people first, products second.

If you’re passionate about meaningful brands, thoughtful storytelling, and making life a little easier for parents, we’d love to meet you.

Position Details

Job Title: Marketing Coordinator

Location: Burnaby, British Columbia (on-site, urban area)

Type of Job: Permanent, full-time

Hours: 30-35 hours per week

Salary: CAD \$36.65-\$38.50 per hour (to be negotiated)

What You’ll Do

As Marketing Coordinator, you will be the key bridge between Baby Square, our brand partners, and our customers. You’ll turn campaign policies and promotions into clear, attractive marketing materials across our social media, website, and email channels, and support product launches on our site.

Key responsibilities include:

Brand & Campaign Coordination

Liaise daily with brand partners to understand their campaign policies, launch plans, and promotional requirements.

Combine brand-provided campaigns with our own in-house promotions to create cohesive, customer-friendly offers. Plan campaign timelines and ensure messaging is consistent across all channels.

Social Media Content & Creative

Design and produce promotional posters and visual assets for major social platforms (e.g., Instagram, Facebook, TikTok). Write clear, engaging copy for social posts, focusing on promotions, new arrivals, and brand stories. Adapt campaign messaging for different platforms and audiences.

Website & Email Marketing Assets

Create homepage and category banners for the company website to reflect current promotions, seasons, and key brands. Prepare visual and copy assets for marketing emails, including subject lines, hero images, product highlights, and call-to-action text. Work with the team to ensure assets are uploaded accurately and on time.

Product Listing & Site Merchandising

Assist with new product uploads, including product information, images, tags, and categorization. Coordinate with internal teams to ensure new items and promotions are reflected correctly on the website. Help maintain a clean, accurate, and customer-friendly product catalog.

Analytics & Optimization

Track performance of social posts, banners, and email campaigns, and provide basic reports. Share insights and suggestions for improving creative, messaging, and campaign performance.

General Support

Maintain marketing calendars, asset libraries, and campaign documentation. Support other marketing and administrative tasks as needed.

Work Setting:

On-site at our location:

4800 No. 3 suite 134

Richmond, British Columbia

V6X 3A6

How to Apply

Please email your resume and a brief cover letter outlining your relevant experience and why you'd like to join Baby Square as a Marketing Coordinator to: admin@babysquare.ca

If available, include links or samples of social media, posters/banners, or campaigns you've worked on.

Welcome to Baby Square — where every milestone matters, and every story starts with family.

Job Description

Employment Requirements

- A university degree or college diploma in business marketing or communications-related field.
- 2+ years of experience in marketing, communications, digital media, or a related field (retail or e-commerce experience is an asset).

- Experience creating social media graphics and basic marketing materials (e.g., using Canva, Photoshop, or similar tools).
- Strong written and verbal communication skills in English.
- Strong organizational skills and attention to detail; able to manage multiple campaigns and deadlines.
- A collaborative mindset and willingness to learn.
- A genuine interest in baby products, parenting, or family-focused brands is a strong plus.