

## Jr. Marketing Assistant (WeChat)



### WHO ARE WE?

Machobear Studio is an established tech start-up based in Vancouver. We are the creators of liv.rent, a platform that connects tenants with landlords (check us out at [www.liv.rent](http://www.liv.rent) and in the App store!). We are growing and are on the lookout for a highly motivated Marketing Assistant to support our WeChat marketing campaigns with researching, planning, and coordinating content. This is a great opportunity for students and new grads who are interested in working at a tech start-up!

### WHAT YOU'LL BE DOING:

- Research, plan, and curate engaging content for liv.rent's WeChat channel
- Translate and proofread marketing content in Chinese
- Conduct market research and analyze current marketing trends
- Utilize various digital marketing tools to promote liv.rent's online image and brand
- Engage with WeChat users, including setting up and creating groups
- Manage the liv.rent brand on WeChat
- Respond efficiently and professionally to customer and client inquiries through WeChat
- Assist our marketing team with all other administrative tasks

### WHAT YOU BRING TO US:

- University degree or diploma in Marketing, Communications, or a related field
- Ability to communicate (verbal and written) in Mandarin Chinese
- Experience using WeChat for marketing campaigns
- Excellent communication and creative problem-solving skills
- Experience working with WeChat Analytics or other data analysis platforms
- A good understanding of SEO and SEM principles

### WHAT WE OFFER:

- Join a passionate and creative team that learns, collaborates, and succeeds together
- Comprehensive benefits package, including, health, dental, and vision
- Refuel throughout the day with our fully stocked kitchen
- Work in a bright and spacious open office space, with great natural lighting along the Vancouver Seawall. **Feel free to start fully remotely during the pandemic – or if you choose, our office is open for all employees with safety precautions in place**
- Bring your dog to work – we welcome all four-legged friends in our office
- Transit-accessible location, with plenty of great restaurants and cafes nearby
- We like to have fun! Join us for virtual Friday Happy Hours or (socially distanced) Wine Wednesdays on one of our two outdoor patios
- Lots of extra-curricular events - some past activities include dragon boating, axe throwing, movie nights, pumpkin carving, and more.

Please send your resume to [career@machobear.ca](mailto:career@machobear.ca)