

## Marketing Coordinator

Are you passionate about **education and working with children**? Come be part of a team that utilizes science and technology to transform the way students learn a new language or discover their passion for STEAM. There is no better place to make an impact, join U+ today!

### About U+ Education:

U+ Education is a global, innovation-driven educational business that is committed to the long-term success of our students. U+ connects highly qualified teachers from Canada, with students throughout the world for interactive English, French, Spanish, Mandarin, Cantonese, Korean, and Japanese immersion learning. In addition to language programs, U+ Education has introduced a STEAM program, which includes coding, Canva classes and other amazing courses! With this in mind, we welcome the opportunity to work with talents from across disciplines to grow and develop within U+'s community.

### About this opportunity:

As a Marketing Coordinator, you will be coordinating resources to prepare for the promotion of programs from both virtual sessions and in-person sessions. The candidate will connect with community partners, such as school boards and libraries to promote community programs.

We are looking for a talented and creative Marketing Coordinator who will be responsible for identifying key ways to improve community engagement by creating digital engagement solutions. This position will adapt to new technologies and designs while making the operational process streamlined.

The position will also work in various sectors of the company; business development, teaching, curriculum development, etc to support business growth.

Key responsibilities are as follows:

- Creating solutions to implement U+ social media strategies.
- Promote the U+ community worldwide by creating graphics on Canva, scheduling posts on Hootsuite, updating Wix/WordPress webpages etc.
- Working in various sectors of the company! Majority of time will be spent on marketing initiatives, however, candidates are expected to take on tasks related to other fields (business development, teaching, curriculum development etc.) to gain a variety of experiences.
- Google advertisement, campaign development, partnerships, and customer service.

A great candidate for this position will possess the following:

- Being Bilingual is an asset.
- Excellent communication skills and capable of hosting a class or seminar.
- Dedicated and passionate about marketing, thrive on seeing the success of organizational branding.
- Thorough knowledge and demonstrated ability in computerized design and related software, including but not limited to Canva or Adobe.
- Familiar with Google Ads, and social media tools such as Hootsuite.
- Self-motivated and able to motivate children towards learning new skills.
- Experienced in teamwork and able to demonstrate responsible, ethical, and professional conduct- YOU are the role model.

\*\*\*This is a fully in-person position in the Markham Office\*\*\*

Full time: 35 hours/week.

Salary \$15.5-18/hour depending on the level of experience.

If interested, you may submit an application directly on the website.