

Marketing Assistant / Teaching Assistant

Are you passionate about education? Be part of a team that utilizes 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 technology company dedicated to the long-term success of our students. We connect highly qualified Canadian teachers with students worldwide for interactive immersion learning in English, French, Spanish, Mandarin, Cantonese, Korean, and Japanese. Beyond language programs, U+ Education has expanded its offerings to include STEAM programs, which encompasses coding and various camp programs to cater to a broad spectrum of students. With this expansion, we are eager to collaborate with talents from various disciplines to foster growth and development within the U+ community.

About this opportunity:

As the Marketing Assistant and Teaching Assistant, you will be coordinating resources to promote U+ both internally and externally by leveraging social media channels such as Facebook, LinkedIn, and Instagram. You will also spend 50% of your time working towards the U+ educational curriculum and supporting the teaching activities.

Key responsibilities are as follows:

- Providing support in lesson planning and conducting activities for camps or virtual classes.
- Developing solutions to implement U+'s social media strategies effectively.

- Enhancing the global visibility of the U+ community by creating graphics on Canva, scheduling posts on Hootsuite, and promoting programs via Google Ads, among other platforms.
- Crafting visually appealing content to promote the brand across various applications.
- Managing Google advertisements, developing campaigns, forging partnerships, and ensuring excellent customer service.
- Working across different sectors of the company, with a primary focus on marketing initiatives but also engaging in tasks related to business development, teaching, and curriculum planning.

A great candidate for this position will possess the following:

- Dedication and passion towards education and social media
- Proficiency in Google Sheets and other Google applications
- Working knowledge of Canva or Adobe Creative Suite, such as Photoshop and Premier

You will be asked to work from our Markham office (4-205 Torbay Road, Markham, ON) or at a camp location in Markham, Richmond Hill, or Toronto.