

## Digital Advertising Specialist

Are you passionate about education? Join a team that leverages technology to transform how students learn new languages and explore their interests in STEAM. There's no better place to make a meaningful impact—be part of U+ today!

### About U+:

U+ is a global, innovation-driven educational technology company dedicated to the long-term success of our students. We offer students worldwide an interactive, language immersion experience. Beyond language programs, U+ has expanded its offerings to include STEAM programs, which encompass coding and various camp programs, and public speaking programs. With this expansion, we are eager to collaborate with talents from various disciplines to foster growth and development within the U+.

### About this opportunity:

As a Digital Advertising Specialist, you will manage digital advertising initiatives across platforms such as Google Ads, Facebook Ads, and LinkedIn Campaign Manager. You will develop strategies that target diverse audiences—including visible minorities, racialized youth, and persons with disabilities—while ensuring campaigns align with organizational goals. Your work will blend creativity with analytical skills to deliver measurable advertising results.

Key responsibilities are as follows:

- Plan, create, and manage digital advertising campaigns that increase brand visibility, engagement, and conversions.
- Monitor campaign performance using KPIs and analytics tools to evaluate effectiveness and identify areas for improvement.
- Conduct A/B testing on visuals, headlines, and calls-to-action to optimize performance and maximize ROI.
- Utilize platforms such as Google Ads, Facebook Ads, and LinkedIn Campaign Manager to reach targeted and niche audiences.
- Collaborate with content creators and designers to develop compelling ad creatives that align with U+ branding and messaging.
- Manage advertising budgets by allocating resources efficiently, tracking expenditures, and preparing ROI reports.

- Conduct market and competitor research to inform campaign strategies and ensure content remains competitive and relevant.
- Engage with audiences through digital channels, respond to inquiries, and support positive online interactions
- Deliver day camps (e.g., March Break Camp, Weekend Camp, and Summer Camp) and other virtual and in-person educational programs across the Greater Toronto Area.

Requirements:

- Ability to create or collaborate on digital ad creatives.
- Strong communication, organization, and problem-solving abilities.
- Knowledge of market research and audience targeting strategies.
- Candidates must be between 15–30 years of age, a Canadian citizen/permanent resident/refugee protection status, and have a valid SIN.
- A valid Standard First Aid with CPR–C certification and a clear Vulnerable Sector Check are required prior to start date (not reimbursed).

Assets:

- Experience working with diverse or underrepresented communities.
- Familiarity with branding and content strategy.
- Experience with A/B testing, remarketing, or conversion tracking.
- Understanding of digital trends, emerging platforms, or advanced ad tools.
- Fluency in multiple languages (reading, writing, speaking, and listening).
- Access to a vehicle and a valid Ontario driver's license.

This is a fully in-person position. Salary ranges from \$18–26/hour, dependent on experience, skills, education, and role.