

Digital Marketing Coordinator

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 Marketing Coordinator at U+, you will support the development and execution of digital marketing strategies across social media, email, and web platforms. You will use tools such as Canva, Adobe Creative Suite, and Google Analytics to create engaging content, track performance, and strengthen the organization's digital presence.

Key responsibilities are as follows:

- Develop, schedule, and manage content across social media platforms, ensuring consistent and engaging posts.
- Create visually appealing digital assets using Canva, Adobe Creative Suite, and other design tools.
- Maintain content calendars and oversee daily social media operations, including interactions with followers and engagement monitoring.
- Implement SEO best practices to optimize digital content for search visibility.
- Stay updated on emerging digital trends, technologies, and best practices to enhance marketing strategies.
- Support additional digital initiatives such as email newsletters, website updates, and multimedia projects.
- Contribute to efforts that promote inclusivity, community engagement, and meaningful digital storytelling.

- 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:

- Experience managing social media platforms and creating digital content.
- Strong design skills with proficiency in Canva; familiarity with Adobe Creative Suite is an asset.
- Understanding of SEO principles, content optimization, and digital engagement strategies.
- Ability to analyze marketing metrics and generate actionable insights.
- Experience with Google Analytics, Hootsuite, Meta Business Suite, or similar reporting tools.
- Strong organizational skills with the ability to manage multiple campaigns and deadlines.
- Excellent written and verbal communication skills.
- A valid Standard First Aid with CPR-C certification and a clear Vulnerable Sector Check are required prior to start date (not reimbursed).
- Candidates must be between 15–30 years of age, a Canadian citizen/permanent resident/refugee protection status, and have a valid SIN.

Assets:

- Familiarity with video editing or motion graphics tools.
- Experience in non-profit, education, or community-focused organizations.
- Understanding of brand strategy and creative direction.
- 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.