

## Marketing Manager

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 Marketing Manager at U+, you will lead the creation and execution of comprehensive marketing strategies that strengthen brand awareness, enhance customer engagement, and drive business growth. This role requires a blend of strategic planning, creative direction, and data-driven analysis to deliver effective results.

Key responsibilities are as follows:

- Work cross-functionally with sales, product, and operations teams to ensure campaign alignment and integrated execution across departments.
- Manage marketing budgets and resources, strategically allocating funds to maximize ROI and negotiating with vendors, agencies, and partners to optimize spending.
- Analyze key performance metrics—including lead generation, engagement, conversion rates, and brand awareness—to evaluate campaign effectiveness and identify areas for improvement.
- Use data-driven insights to refine strategies, enhance campaign performance, and inform long-term marketing direction.
- Stay up to date with emerging marketing trends, technologies, and best practices to maintain a competitive edge and elevate brand impact

- 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 in marketing management or senior marketing roles.
- 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 managing customer service teams in non-profit, education, or community sectors.
- Experience working with diverse community populations.
- Knowledge of CRM systems and digital communication tools.
- Fluency in more than one language (reading, writing, speaking, and listening)
- Access to a car and a valid G2/G driver's license

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