

Photographer

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 Photographer and Teaching Assistant, you will be responsible for capturing high-quality images that showcase daily activities, special events, and memorable moments across U+ camp programs. Your work will support communications, marketing, and program promotion, helping to highlight the impact of our youth-focused initiatives. You will photograph candid interactions, posed group shots, and milestone moments, ensuring images reflect the fun, safe, and engaging environment of our camps. You will also handle editing, retouching, and organizing photos to maintain consistent visual standards aligned with U+ branding. In addition, you will help deliver educational programs both in-person and online.

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 photographing youth programs, camps, or community events.
- Knowledge of branding and visual storytelling for marketing purposes.
- Experience with videography or multimedia production.
- Ability to work flexible hours based on event schedules.
- 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.