



Digital Marketing Coordinator

Full-Time, 8-week, Canada Summer Job Contract Position

Locations: Scarborough, Markham, Richmond Hill, Aurora

About U+ Community:

U+ Community is a global, innovation-driven educational organization dedicated to the long-term success of children and youth. We provide interactive, immersive learning experiences through language programs, STEAM initiatives, coding, public speaking training, and youth development camps. Our work focuses on fostering meaningful learning, personal growth, leadership development, and community impact. As we continue to expand, we collaborate with talented individuals across diverse disciplines to support the development of confident, capable young leaders.

Job Description:

Join our energetic and creative team and help elevate U+ Community's digital presence across all platforms. At U+ Community, we value collaboration, innovation, and a commitment to empowering young people. Our programs serve diverse communities and offer opportunities for youth to explore leadership, public speaking, STEAM, recreation, and personal development — and your digital work will help amplify that impact.

As a Digital Marketing Coordinator, you will plan, design, and execute digital marketing campaigns that strengthen brand visibility, drive engagement, and support organizational goals. You will develop compelling content for social media, email, and web platforms, ensuring all communications are timely, mission-aligned, and consistent with U+ Community's voice.

You will manage content calendars and oversee daily social media operations — including content creation, scheduling, and community engagement — while applying strong storytelling skills to connect meaningfully with diverse audiences. Using tools such as Canva, Adobe Creative Suite, and SEO best practices, you will produce high-quality digital assets that enhance reach and improve website performance.

Data-driven decision-making will be central to your role. You will track performance using analytics tools like Google Analytics and Hootsuite Insights, generate reports on key metrics such as reach, engagement, ROI, and conversions, and optimize campaigns based on insights. You will also manage paid advertising campaigns on platforms such as Google Ads and Facebook Ads to maximize visibility and return on investment.

Collaboration is essential. You will work closely with internal teams to maintain consistent branding across all digital channels and support the promotion of community events, youth programs, and organizational initiatives. By staying informed about emerging digital trends and technologies, you will introduce innovative strategies that keep U+ Community competitive, relevant, and effectively connected to its audience.



Requirements and Skills Qualifications:

- Enthusiasm, creativity, and a genuine passion for youth development
- Ability to work weekends and summer program schedules
- Must be 15–30 years old, a Canadian citizen/permanent resident/refugee status, with a valid SIN
- Valid Standard First Aid with CPR-C certification (not reimbursed)
- Clear Vulnerable Sector Check prior to start date (not reimbursed)

Assets (nice-to-have):

- Experience in STEM programming, arts instruction, sports leadership, or outdoor education
- Background in youth mentorship, coaching, or community engagement
- Experience facilitating public speaking, debate, or presentation-based activities
- Knowledge of youth leadership development frameworks or leadership-focused programming
- Knowledge of inclusive practices supporting diversity and accessibility
- Fluency in multiple languages
- Access to a vehicle and a valid Ontario G2/G driver's license

Position and Application Details:

Sector: Digital Marketing, Education & Community

Duration: July 5, 2027 – August 27, 2027 | 8 weeks | 35 hours/week | Total 280 hours

Work Format: Fully in-person

Locations: Scarborough, Markham, Richmond Hill, Aurora

Hiring Rate: \$17.95 – \$26 CAD/hour, depending on the level of experience

Travel Required: Occasional

Mandatory Staff Training: In-person and online sessions starting at the end of May 2027

Application Deadline: May 15, 2027

Applications are reviewed on a rolling basis. Early application is strongly encouraged, as the posting may close once the positions are filled.