



Marketing Coordinator

Do you have a strong work ethic and are passionate about education and community programs? Be part of a team where you can work for a non-profit organization and make an impact on students to learn more! You can make a difference in the world by giving students the opportunity to access free and affordable educational services!

About York Region Educational Services:

York Region Educational Services (YRES) is a not-for-profit organization that provides individuals in the vicinity of the York Region with free and affordable educational resources in a safe and supportive environment that inspires, motivates, and helps set the foundation for personal growth.

About this opportunity:

As a Marketing Coordinator, you will be coordinating resources to promote YRES's community programs by leveraging marketing campaigns across different applications and conducting community outreach.

Key responsibilities are as follows:

- Conducting market research and gathering data regarding industry trends.
- Analyzing marketing metrics and campaign performance to optimize strategies.
- Developing solutions to implement YRES's social media strategies effectively.
- Enhancing the global visibility of the YRES community by creating visually appealing content using Canva or Figma, scheduling social media posts on Hootsuite, and managing Google advertisement campaigns, among other platforms.



- Foraging partnerships with community partners and external vendors, managing stakeholder relationships, and ensuring excellent customer service.
- Working in various sectors of the company! Majority of the time will be spent on HR development but candidates are expected to take on tasks related to other fields (such as curriculum planning) to gain a variety of experiences.

A great candidate for this position will possess the following:

- Dedication and passion towards education, marketing, and social media.
- Proficiency in Google Sheets and other Google applications.
- Graphic design skills and working knowledge of Canva and/or Figma.
- Creative and innovative thinking and problem-solving skills.
- Strong written and verbal communication skills and attention to detail.
- Excellent organizational skills and ability to meet deadlines in a fast-paced environment.
- Ability to demonstrate responsible, ethical, and professional conduct – YOU are the role model.
- (Previous courses or experience in marketing, advertising, or related roles are assets.)

First Aid + CPR-C certification is required for successful candidates. This can be obtained after co-op employment is secured.

This is a flexible job position where you have the option of hybrid working or working fully in person.