



Marketing Coordinator / Teaching Assistant

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 and Teaching Assistant, you will be coordinating resources to promote YRES's community programs by leveraging marketing campaigns across different applications and conducting community outreach. You will also be supporting our educational and community programs.

Key responsibilities are as follows:

- Conducting market research and gathering data regarding industry trends.
- Analyzing marketing metrics and campaign performance to optimize strategies.
- Enhancing the global visibility of the YRES community by creating visually appealing content using Canva, scheduling social media posts on Hootsuite, and managing Google advertisement campaigns, among other platforms.
- Forging partnerships with community partners and external vendors, managing stakeholder relationships, and ensuring excellent customer service.
- Revising or designing YRES learning materials (e.g., lesson slides) using Canva.
- Delivering day camps (e.g., Mark Break Camp, Weekend Camp, and Summer Camp) and virtual and/or in-person educational programs to York Region communities, such as Markham, Richmond Hill, Thornhill, Vaughan, Aurora-Oak Ridges, and Stouffville.



- Working in various sectors of the company! The majority of the time will be spent on on marketing and teaching tasks but employees will take on tasks related to other fields (e.g., business development) to support operation expansion.

Requirements:

- Dedication and passion toward all-round language, STEAM, and sports education; marketing; and social media.
- Experience in graphic design, video editing, and/or content creation.
- Customer service skills and excellent written and verbal communication skills to handle communications with external partners.
- Proficiency in using Google Workspace and Canva.
- Creative and innovative thinking and problem-solving skills.
- Exceptional attention to detail.
- Excellent organizational skills and ability to meet deadlines in a fast-paced environment.
- Ability to work 35 to 40-hour work weeks, including evenings and weekends based on your assigned shift.
- Ability to commute to locations (e.g., schools and community centers) across York Region to deliver programs and camps. (Locations are accessible via public transit, but transit transfers may be necessary.)

A valid Standard First Aid with CPR-C certification and a satisfactory Vulnerable Sector Check is required from successful candidates. These can be obtained after co-op employment is secured.

Assets:

- Previous courses or experience in marketing, advertising, customer service, and/or related roles.
- Experience in teaching and/or working with children and adolescents.
- Fluency in more than one language (encompassing reading, writing, speaking, and listening abilities).
- Access to a car and a valid G2/G Ontario driver's license.

In this job position, you will be working fully in-person. Salary ranges from \$17.5-22/hour, dependent on experience.