



Digital 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 York Region and beyond 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 Digital Marketing Coordinator, you will plan, design, and execute digital marketing initiatives that align with the organization's goals. You will create content for social media, email campaigns, and websites, ensuring consistent branding, accessibility, and strategic communication. This role allows you to combine creativity, analytics, and storytelling to strengthen the organization's digital footprint while supporting educational programming.

Key responsibilities are as follows:

- Plan, design, and execute comprehensive digital marketing campaigns across social media, email, and web platforms.
- Create engaging content using Canva, Adobe Creative Suite, and SEO best practices to increase visibility and support brand integrity.
- Monitor campaign performance using tools such as Google Analytics and Hootsuite Insights to analyze engagement and report on key metrics.
- Manage paid advertising campaigns on Google Ads, Facebook Ads, and similar platforms, optimizing reach and ROI through continuous testing.
- Assist with updating web content and optimizing website performance for improved user experience and organic traffic.



- Collaborate with internal teams, local organizations, influencers, and community partners to promote events, initiatives, and community engagement campaigns.
- Use Google Workspace and Slack to coordinate projects, share updates, and support marketing operations.
- Support educational programming by assisting with workshops, camps, and virtual or in-person activities.
- 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.
- Contribute to additional areas such as teaching, business development, and curriculum support to assist organizational growth.

Requirements:

- Dedication and passion toward all-round language, STEAM, and sports education; marketing; and social media.
- Experience in digital content creation, graphic design, social media strategy, or related roles.
- Strong communication and storytelling skills to connect with diverse audiences.
- Proficiency in Canva, Google Workspace, social media management tools, and basic SEO principles; familiarity with Adobe Creative Suite is an asset.
- Creative problem-solving skills and the ability to analyze data
- Ability to work 35 to 40-hour work weeks, including evenings and weekends based on assigned shifts.
- Mobility to commute to locations (e.g., schools and community centers) across the Greater Toronto Area, mainly York Region and Toronto, to deliver programs and attend events.
- A valid Standard First Aid with CPR-C certification and a satisfactory Vulnerable Sector Check are required (not reimbursed). These must be completed before the first day of work.

Assets:

- Experience teaching and/or supporting children, youth, or adult learners.
- Fluency in more than one language (reading, writing, speaking, listening).
- Access to a car and a valid G2/G Ontario driver's license.

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