



Digital Advertising Specialist

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 Advertising Specialist, you will manage digital advertising initiatives across platforms such as Google Ads, Facebook Ads, and LinkedIn Campaign Manager. You will develop strategies that target diverse audiences—including visible minorities, racialized youth, and persons with disabilities—while ensuring campaigns align with organizational goals. Your work will blend creativity with analytical skills to deliver measurable advertising results.

Key responsibilities are as follows:

- Plan, create, and manage digital advertising campaigns across multiple platforms.
- Monitor campaign performance metrics and adjust targeting, visuals, and messaging to improve results.
- Conduct A/B testing to refine headlines, creatives, and calls-to-action.
- Analyze audience behavior and performance data to optimize campaign effectiveness.
- Collaborate with content and design teams to create compelling ad creatives aligned with brand guidelines.
- Leverage tools such as Google Ads, Facebook Ads, and LinkedIn Campaign Manager to reach niche audiences.
- Conduct market and competitor research to inform campaign strategy.



- Allocate advertising budgets efficiently and track expenditures.
- Prepare performance reports outlining ROI, key insights, and recommendations.
- Ensure campaigns remain inclusive, accessible, and aligned with community needs.
- Engage with audiences on digital platforms and respond to inquiries when needed.
- Stay current with industry trends, algorithms, and emerging technologies.
- Document campaign outcomes and share actionable insights with internal stakeholders.
- 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:

- Dedication and passion for digital advertising, analytics, and community-focused outreach.
- Experience with advertising platforms such as Google Ads, Facebook Ads, or LinkedIn Campaign Manager.
- Strong analytical skills with the ability to interpret data and optimize campaigns.
- Experience in creating digital creatives, headlines, and ad copy.
- Proficiency with Google Workspace
- Creative problem-solving skills and strong attention to detail.
- Excellent communication skills and the ability to collaborate across teams.
- Ability to manage multiple campaigns in a fast-paced environment.
- Ability to work 35 to 40 hours per week, including evenings and weekends as needed.
- Mobility to commute across the Greater Toronto Area, primarily York Region and Toronto.
- 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 in digital marketing, advertising strategy, or audience targeting.
- Experience working with diverse or underrepresented communities.
- Knowledge of SEO, SEM, or marketing automation tools.
- Fluency in more than one language (reading, writing, speaking, and 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.