



## Marketing Manager

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 Marketing Manager, you will oversee brand strategy, digital presence, and the execution of multi-platform marketing campaigns. You will supervise the marketing team, collaborate with cross-functional staff, and use analytics-driven insights to guide strategic decisions. Your work will strengthen the organization's visibility, increase engagement, and support the promotion of community programs, events, and initiatives.

Key responsibilities are as follows:

- Lead the planning and execution of multi-channel marketing campaigns.
- Develop marketing strategies to enhance brand awareness and audience engagement.
- Coordinate digital, social media, email, print, and offline marketing initiatives.
- Ensure consistency in branding, messaging, and visual identity across all materials.
- Work closely with design, content, sales, and operations teams to align campaigns.
- Supervise, mentor, and support the marketing team to achieve strategic objectives.
- Develop and manage marketing budgets, allocating resources effectively.
- Collaborate with external vendors, agencies, and community partners.
- Monitor campaign performance and analyze metrics such as engagement and conversions.
- Optimize ongoing campaigns using data insights and trend research.
- Prepare marketing reports, presentations, and recommendations for leadership.



- Explore new marketing technologies, tools, and trends to maintain competitiveness.
- 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:**

- Strong leadership and team management experience.
- Advanced understanding of marketing strategy, branding, and campaign execution.
- Experience with digital marketing tools (Google Workspace, Google Ads, social platforms).
- Proficiency in Canva
- Excellent communication, project management, and decision-making skills.
- Strong analytical mindset with experience interpreting marketing metrics.
- Ability to work 35 to 40 hours per week, including evenings and weekends based on scheduling needs.
- Mobility to commute across the Greater Toronto Area for events or program support.
- A valid Standard First Aid with CPR-C certification and a satisfactory Vulnerable Sector Check are required (not reimbursed). Must be completed before the first day of work.

**Assets:**

- Experience managing marketing teams in nonprofit, education, or community settings.
- Experience in advertising, outreach, or content development.
- Familiarity with CRM systems, analytics platforms, and paid advertising tools.
- Fluency in more than one language (reading, writing, speaking, and listening).
- Access to a car and a valid G2/G driver's license.

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