



Marketing Assistant (High School Co-op)

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 Assistant, you will support YRES's marketing operations by coordinating promotional activities, managing communication channels, and assisting in the creation and execution of marketing campaigns. You will help strengthen YRES's brand presence while supporting our community programs and organizational initiatives.

Key responsibilities are as follows:

- Create promotional materials such as newsletters, flyers, social media posts, and digital advertisements to promote YRES programs and services to the community.
- Develop and assist in leading training sessions for volunteers or staff involved in marketing-related tasks.
- Collaborate with external community organizations and partners to enhance marketing outreach and build strategic promotional partnerships.
- Revise or design YRES marketing materials (e.g., campaign graphics, presentation decks) using Canva.
- Support the planning and execution of marketing campaigns for 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.
- Work in various sectors of the company! While the majority of time will be spent on marketing-related tasks, candidates may also support operations in other fields (e.g., business development) to advance organizational growth.

**Requirements:**

- Dedication and passion for community impact, education, and youth-focused initiatives, along with a strong interest in marketing and communications.
- Excellent written and verbal communication skills for interacting with team members.
- Ability to work independently and collaborate with multiple stakeholders throughout marketing projects.
- Proficiency in using Google Workspace and Canva.
- Creative, innovative thinking and strong problem-solving skills.
- Exceptional attention to detail.
- Excellent organizational skills and ability to meet deadlines in a fast-paced environment.

Assets:

- Experience in marketing, communications, social media management, or event promotion.
- Experience in team management and event management.
- Experience working with children, adolescents, or community organizations.
- Fluency in more than one language (reading, writing, speaking, and listening).