

Digital Content Creator

Are you passionate about education? Be part of a team that utilizes technology to transform the way students learn a new language or discover their passion for STEAM. There is no better place to make an impact – join U+ today!

About U+ Education:

U+ Education is a global, innovation-driven educational technology company dedicated to the long-term success of our students. We connect highly qualified Canadian teachers with students worldwide for interactive immersion learning in English, French, Spanish, Mandarin, Cantonese, Korean, and Japanese. Beyond language programs, U+ Education has expanded its offerings to include STEAM programs, which encompasses coding and various camp programs to cater to a broad spectrum of students. With this expansion, we are eager to collaborate with talents from various disciplines to foster growth and development within the U+ community.

About this opportunity:

As a Digital Content Creator, you will be coordinating resources to assemble and edit digital content in order to enhance U+ branding.

Key responsibilities are as follows:

- Design social media posts, flyers, and other marketing materials.
- Managing, creating and publishing original, high-quality marketing content on social media via Hootsuite.
- Work in cross-functional teams to align content calendar with U+ programs/initiatives and marketing campaigns.
- Conduct outreaching to establish collaborations and promoting U+ services.

- Working in various sectors of the company! Majority of time will be spent on content development, however candidates are expected to take on tasks related to other fields (business development, teaching, curriculum development, etc.) to gain a variety of experiences.

A great candidate for this position will possess the following:

- Strong interpersonal skills and time management skills.
- Familiar with content management systems, digital marketing platforms or sales enablement software or relevant experience in content/UI/digital marketing.
- Working knowledge of Canva, Figma, or Adobe Creative Suite.

This is a flexible position where you have the option of working in our Markham office (4-205 Torbay Road, Markham, ON), in a hybrid mode, or entirely remotely.