

Marketing Assistant

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 encompass 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 Marketing Assistant, you will be coordinating resources to promote U+ both internally and externally by leveraging social media channels such as Facebook, LinkedIn, and Instagram.

Key responsibilities are as follows:

- Conducting market research and gathering data regarding industry trends
- Developing solutions to implement U+'s social media strategies effectively.
- Enhancing the global visibility of the U+ community by creating graphics on Canva, scheduling posts on Hootsuite, and promoting programs via Google Ads, among other platforms.

- Crafting visually appealing content to promote the brand across various applications.
- Managing Google advertisements, developing campaigns, forging partnerships, and ensuring excellent customer service.
- Analyzing marketing metrics and campaign performance to optimize strategies
- Working in various sectors of the company! Majority of the time will be spent on HR development but candidates are expected to take on tasks related to other fields (such as business development and curriculum planning) to gain a variety of experiences.

A great candidate for this position will possess the following:

- Dedication and passion towards education and social media.
- Proficiency in Google Sheets and other Google applications.
- Working knowledge of Canva or Adobe Creative Suite, such as Photoshop and Premier.
- (Previous experience or courses in marketing is an asset.)

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.