

Marketing Coordinator

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 Coordinator, you will be coordinating resources to promote U+'s initiatives both internally and externally by leveraging online advertisement campaigns and social media channels such as Instagram, TikTok, and X.

Key responsibilities are as follows:

- Conducting market research and gathering data regarding industry trends.
- Analyzing marketing metrics and campaign performance to optimize strategies.
- Developing solutions to implement U+'s social media strategies effectively.

- Enhancing the global visibility of the U+ community by creating visually appealing content using Canva or Figma, scheduling social media posts on Hootsuite, and managing Google advertisement campaigns, among other platforms.
- Foraging partnerships with community partners and external vendors, managing stakeholder relationships, and ensuring excellent customer service.
- 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, marketing, and social media.
- Proficiency in Google Sheets and other Google applications.
- Graphical design skills and working knowledge of Canva, Figma, and/or Adobe Creative Suite.
- Creative and innovative thinking and problem-solving skills.
- Strong written and verbal communication skills and attention to detail.
- Excellent organizational skills and ability to meet deadlines in a fast-paced environment.
- (Previous courses or experience in marketing, advertising, or related roles are assets.)

First Aid + CPR-C certification is required for successful candidates. This can be obtained after co-op employment is secured.

This is a flexible job position where you have the option of hybrid working or working fully in person.