

## 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 Peel Region Educational Services:

Peel Region Educational Services (PRES) is a not-for-profit organization dedicated to providing individuals across the Peel region and beyond with accessible, free, and affordable educational resources. We offer a safe and supportive learning environment designed to inspire, motivate, and empower individuals as they build a strong foundation for personal growth.

### About this opportunity:

As a Marketing Manager at PRES, you will lead the development and execution of innovative marketing strategies that enhance brand visibility, engage customers, and drive organizational growth. This role blends strategic insight, creative vision, and data-driven analysis to design campaigns that resonate with target audiences across multiple channels.

Key responsibilities are as follows

- Plan, execute, and monitor marketing initiatives across digital platforms, social media, email, print, and offline channels
- Work collaboratively with creative teams to ensure messaging, visuals, and content are compelling, consistent, and aligned with organizational goals
- Lead and mentor marketing staff, providing guidance, support, and performance feedback to help them achieve individual and team objectives
- Collaborate with sales, product, and operations teams to create integrated campaigns that support broader organizational priorities
- Manage marketing budgets by allocating funds strategically, evaluating ROI, and negotiating with vendors and partners
- Analyze performance metrics such as lead generation, engagement, conversion rates, and brand awareness to optimize marketing strategies
- Stay current with industry trends, technologies, and best practices to keep PRES competitive and innovative in marketing and communications

- 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:

- Experience in marketing management, digital marketing, or communications
- Strong leadership, communication, and project management skills
- Ability to develop and execute multi-channel marketing campaigns
- Proficiency with digital marketing tools, analytics platforms, and content creation software
- Ability to work full-time including weekdays and one weekend day depending on scheduling
- Ability to travel across the Greater Toronto Area including Peel Region and Toronto
- A valid Standard First Aid with CPR-C certification and a clear Vulnerable Sector Check are required prior to start date (not reimbursed).
- Candidates must be between 15-30 years of age, a Canadian citizen/permanent resident/refugee protection status, and have a valid SIN.

Assets:

- Experience in non-profit, education, or community program settings
- Knowledge of SEO, SEM, branding, and digital advertising
- Experience working with diverse or underrepresented communities
- Multilingual skills (reading, writing, speaking, listening)
- Access to a vehicle and a valid G2/G Ontario driver's license

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