

## Digital Advertising Specialist

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 Digital Advertising Specialist at PRES, you will plan, create, and manage digital advertising campaigns that increase brand awareness, engagement, and conversions. This role blends analytical expertise with creative strategy to deliver high-performing campaigns that support organizational goals and maximize return on investment. You will design targeted strategies to reach diverse audiences, including visible minorities, racialized youth, and persons with disabilities.

Key responsibilities are as follows

- Plan, execute, and optimize digital advertising campaigns across platforms including Google Ads, Facebook Ads, and LinkedIn Campaign Manager
- Monitor key performance metrics, conduct A/B testing, and refine visuals, headlines, and calls-to-action for maximum effectiveness
- Analyze audience behavior and campaign data to enhance performance and long-term impact
- Collaborate with content and design teams to produce compelling, brand-consistent ad creatives
- Allocate advertising budgets efficiently, track expenditures, and report on return on investment
- Conduct market and competitor research to inform strategies and ensure competitive relevance
- Engage with audiences across digital channels and respond to inquiries to strengthen community relationships
- Stay informed about emerging digital marketing trends and explore new platforms and tools
- Document campaign outcomes and provide actionable insights to internal stakeholders
- 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:

- Interest or experience in digital marketing, advertising, or related fields
- Knowledge of platforms such as Google Ads, Facebook Ads, or LinkedIn Campaign Manager
- Strong analytical skills and familiarity with performance metrics
- Creativity and attention to detail in producing digital content
- 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 digital advertising, social media management, or marketing coordination
- Knowledge of SEO, SEM, and audience segmentation
- Experience working with diverse or underrepresented communities
- Multilingual abilities (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.