

Digital Marketing Coordinator

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 Marketing Coordinator at PRES, you will develop and execute comprehensive digital marketing strategies across social media, email, and web platforms to enhance visibility, engagement, and online presence. By integrating thoughtful strategy with creative content design, you will help strengthen digital outreach and support PRES's mission to empower diverse communities through accessible education.

Key responsibilities are as follows:

- Manage content calendars and oversee daily social media operations including content creation, scheduling, and audience engagement
- Design visually compelling digital content using tools such as Canva and Adobe Creative Suite
- Apply SEO best practices to create optimized content that drives traffic and meaningful engagement
- Analyze engagement metrics using Google Analytics, Hootsuite Insights, and similar tools
- Assess campaign performance and optimize digital advertising efforts on Google Ads and Facebook Ads
- Collaborate with internal teams, community partners, and influencers to promote programs and events
- Maintain a cohesive and consistent brand voice across all digital platforms
- Introduce innovative marketing strategies based on emerging trends and technologies
- Support email marketing campaigns, newsletters, and web content updates

- Strengthen audience connections and improve overall digital impact through creative, data-driven approaches
- 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 digital marketing, social media management, communications, or related fields
- Proficiency with Canva, Adobe Creative Suite, or other digital design tools
- Knowledge of SEO, analytics tools, and digital marketing strategies
- Strong writing, communication, and visual design skills
- Ability to manage multiple projects and meet deadlines in fast-paced environment
- 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 with Google Ads, Facebook Ads, or other digital advertising platforms
- Familiarity with Hootsuite, Google Analytics, or similar reporting tools
- Experience working with diverse or underrepresented communities
- Multilingual abilities in reading, writing, speaking, and 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.