



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 Vancouver Region Educational Services:

Vancouver Region Educational Services (VRES) is a non-profit organization offering accessible and meaningful learning experiences to communities across the Vancouver Region. We support growth through educational programs, youth initiatives, and community partnerships that encourage skill development, confidence, and creativity.

About this opportunity:

As a Digital Advertising Specialist, you will support digital marketing campaigns that promote VRES programs, events, and community initiatives. You will assist with social media marketing, analytics tracking, community outreach, and digital content planning to help increase awareness and participation.

Key responsibilities are as follows:

- Assist in planning and scheduling digital marketing campaigns for programs, camps, and community events
- Create content for social media platforms, newsletters, and email campaigns using tools like Canva
- Track engagement metrics and adjust content to optimize outreach performance
- Support advertising strategies for target audiences, including parents, students, and community organizations
- Collaborate with team members to plan program promotions using digital tools
- Support community engagement by responding to inquiries and comments
- Participate in program delivery as needed for content capture, photography, or promotional support



Requirements:

- Interest in marketing, advertising, communications, or digital media
- Experience with basic content creation tools, particularly Canva or mobile editing apps
- Strong written communication skills and attention to formatting and tone
- Ability to work 35 to 40-hour work weeks, including evenings and weekends based on assigned shifts
- Mobility to commute to various sites and community events across Metro Vancouver
- A valid Standard First Aid with CPR-C certification and a satisfactory Vulnerable Sector Check are required (not reimbursed). These may be obtained after securing the role but must be completed before the first day of work
- Candidates must be between 15-30 years of age, a Canadian citizen/permanent resident/refugee protection status, and have a valid SIN.

Assets:

- Familiarity with content analytics platforms (e.g., Meta Insights, TikTok analytics)
- Photography, graphic design, or videography experience
- Fluency in more than one language (reading, writing, speaking, listening)
- Access to a car and a valid Class 5/7 British Columbia driver's license

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