



## Marketing Volunteer

Are you passionate about storytelling, branding, and creative communication? Join a team that uses marketing and media to amplify impact and connect communities with meaningful programs. At U+, your ideas and creativity will help grow our digital presence, strengthen outreach efforts, and share our mission with a wider audience. There's no better place to turn strategy into impact—be part of U+ today!

### About U+:

U+ is a global, innovation-driven educational technology company dedicated to the long-term success of our students. We offer students worldwide an interactive, language immersion experience. Beyond language programs, U+ has expanded its offerings to include STEAM programs, which encompass coding, camp programs, and public speaking programs. We are eager to collaborate with talents from various disciplines to foster growth and development within U+.

### About this opportunity:

As a Marketing, Media, and Communications Volunteer, you will play a key role in promoting U+ Community's programs and initiatives. You will collaborate with our team to develop content, support outreach campaigns, and strengthen our brand presence across digital and community platforms.

Key responsibilities are as follows:

- Creating engaging content for social media platforms, newsletters, and promotional materials to highlight programs, events, and community impact.
- Designing graphics, posters, and digital assets using tools such as Canva to ensure consistent branding and visual appeal.
- Supporting the planning and execution of marketing campaigns to increase program awareness and community engagement.
- Assisting in managing and scheduling social media posts while monitoring performance metrics and audience engagement.
- Collaborating with team members to brainstorm creative strategies for outreach, partnerships, and audience growth.
- Helping draft website content, blog posts, or email communications to effectively communicate U+'s mission and initiatives.
- Contributing to broader organizational initiatives by supporting communications strategy and strengthening U+'s overall public presence.



Requirements:

- Dedication and enthusiasm for marketing, media, communications, and community outreach.
- Strong written and verbal communication skills with the ability to craft clear, engaging content for diverse audiences.
- Creativity and attention to detail in designing promotional materials and maintaining consistent branding.
- Familiarity with social media platforms and basic content creation tools such as Canva.
- Ability to work independently on campaigns while collaborating with team members on strategy and outreach initiatives.

Assets:

- Experience managing social media accounts, creating marketing campaigns, or supporting communications initiatives.
- Familiarity with analytics tools, content scheduling platforms, or email marketing software.
- Experience in graphic design, photography, videography, or short-form video editing.
- Knowledge of branding strategy, audience engagement, or digital advertising.
- Fluency in more than one language (encompassing reading, writing, speaking, and listening abilities) to support our diverse community.

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This is a volunteer position. We can accommodate different working modes—fully in-person (1595 16<sup>th</sup> Ave, Richmond Hill), hybrid mode, or fully remote—depending on the candidate's circumstances. Placement format will be discussed during the selection process.