



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 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 Marketing Coordinator, you will support outreach and brand development initiatives by creating digital content, managing social media communications, and promoting educational programming. You will help strengthen VRES's online presence through analytics, advertising campaigns, and collaboration with internal departments to communicate opportunities to the community.

Key responsibilities are as follows:

- Develop and publish content on social media platforms using tools such as Canva and Hootsuite
- Analyze social media metrics and performance insights to improve engagement and campaign effectiveness
- Assist in the creation and deployment of digital advertisements, including Google Ads and paid campaign strategies
- Support branding initiatives and digital communication planning for upcoming programs, events, and community partnerships
- Create promotional materials such as graphics, short videos, infographics, digital newsletters, and website visuals



- Collaborate with community partners, schools, and organizations to increase awareness of VRES programming
- Provide customer support by responding to inquiries from parents, partners, and prospective participants
- Assist with photography, videography, and content documentation at community events or educational programs across Metro Vancouver
- Participate in both virtual and in-person program delivery as needed

Requirements:

- Experience with content creation, graphic design, or branding using tools such as Canva
- Knowledge of social media platforms (Instagram, TikTok, Facebook, LinkedIn, YouTube)
- Ability to interpret social media analytics and recommend adjustments based on data
- Customer service skills and strong written communication abilities
- Ability to work 35 to 40-hour work weeks, including evenings and weekends based on assigned shifts
- Mobility to commute to locations (e.g., schools and community centers) 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:

- Experience in photography, videography, or video editing
- Knowledge of digital advertising tools such as Google Ad Manager
- 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 \$18.25-\$26.00/hour, dependent on experience, skills, education, and role.