



Camp Marketing Volunteer

Are you passionate about creativity, storytelling, and connecting communities with meaningful programs? Join a team that uses marketing and media to promote engaging camp experiences for youth. At U+, your ideas and creativity will help share our camp programs with families and inspire more students to join the fun. There's no better place to turn creativity 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 Camp Marketing Volunteer, you will play an important role in promoting U+'s camp programs and increasing community awareness. You will work closely with our team to create promotional content, support outreach efforts, and help develop strategies that attract new campers and families.

Key responsibilities are as follows:

- Creating and distributing promotional materials such as flyers, social media posts, and email content to raise awareness of camp programs.
- Managing and contributing to social media platforms by developing engaging posts that highlight camp activities and experiences.
- Collaborating with team members to develop and implement marketing strategies that attract new campers and strengthen community outreach.
- Tracking engagement metrics and assisting with reports to evaluate the effectiveness of marketing campaigns.
- Supporting promotional initiatives by assisting with outreach activities and helping represent camp programs at community events when needed.



Requirements:

- Interest in marketing, communications, social media, or digital content creation.
- Strong written communication skills and creativity in developing engaging promotional content.
- Familiarity with social media platforms and basic design tools such as Canva.
- Good organizational skills and the ability to manage tasks and deadlines effectively.
- Ability to work independently while collaborating with team members on campaigns and outreach initiatives.
- A satisfactory Vulnerable Sector Check is required from successful candidates (not reimbursed). These can be obtained after placement is secured but must be acquired before the first day of placement.

Assets:

- Experience managing social media accounts or supporting marketing campaigns.
- Experience in graphic design, content creation, photography, or short-form video editing.
- Familiarity with analytics tools or social media scheduling platforms.
- Interest in youth programs, camps, or community outreach initiatives.
- Fluency in more than one language (encompassing reading, writing, speaking, and listening abilities) to support our diverse community.

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