

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 Toronto Region Educational Services:

Toronto Region Educational Services (TRES) is a not-for-profit organization dedicated to providing individuals across the Toronto region and beyond with accessible, free, and affordable educational resources. We offer a safe, 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 Advertising Specialist at TRES, you will plan, create, and manage high-impact digital advertising campaigns that strengthen brand visibility, drive engagement, and support organizational growth. This role blends analytical expertise with creative strategy, enabling you to deliver campaigns that effectively reach diverse audiences and maximize return on investment.

Key responsibilities are as follows:

- Plan, execute, and optimize digital advertising campaigns across platforms including Google Ads, Facebook Ads, and LinkedIn Campaign Manager to increase brand awareness, engagement, and conversions.
- Monitor and analyze key performance metrics, conduct A/B testing, and refine campaign elements such as visuals, headlines, and calls-to-action to improve performance and impact.
- Collaborate with content and design teams to produce compelling ad creatives that maintain brand consistency and clearly communicate core messages to target audiences.
- Manage advertising budgets by allocating resources efficiently, tracking expenditures, and reporting on ROI to support data-driven decision-making.
- Conduct market and competitor research to identify trends, inform campaign strategies, and ensure advertising efforts remain competitive and aligned with organizational priorities.
- Engage with audiences through digital channels, respond to inquiries, and foster meaningful online interactions that strengthen community relationships.
- Stay informed about emerging digital marketing trends and platform updates, exploring innovative tools and strategies to expand TRES's digital presence.

- Document campaign outcomes and provide actionable insights to stakeholders to support continuous improvement and strategic planning.
- 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:

- Strong interest in digital marketing, advertising strategy, and community engagement.
- Experience with Google Ads, Facebook Ads, LinkedIn Campaign Manager, or similar platforms.
- Strong analytical skills and proficiency with performance metrics and reporting tools.
- Excellent written communication, creativity, and attention to detail.
- Ability to work full-time, including weekdays and one weekend day based on the assigned schedule.
- Ability to travel across the Greater Toronto Area, primarily within York Region and Toronto.
- A valid Standard First Aid with CPR-C certification and a satisfactory Vulnerable Sector Check (required before the first day; 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 in digital advertising, social media management, or marketing coordination.
- Knowledge of SEO, SEM, and audience segmentation strategies.
- Experience working with diverse or underrepresented communities.
- Multilingual fluency (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.