

Marketing Manager

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 Marketing Manager at TRES, you will lead the development and execution of innovative marketing strategies that enhance brand visibility, strengthen audience engagement, and support organizational growth. This role requires strategic insight, creative leadership, and strong analytical skills to design campaigns that effectively reach diverse audiences across multiple channels.

Key responsibilities are as follows:

- Plan, execute, and oversee marketing initiatives across digital, social media, email, print, and offline platforms to support brand awareness and engagement.
- Collaborate with creative teams to develop compelling messaging, visuals, and content that maintain consistency with TRES's brand identity and organizational objectives.
- Lead, mentor, and support the marketing team to achieve individual and collective goals while fostering a collaborative and innovative work environment.
- Coordinate with sales, product, and operations teams to design integrated campaigns that align with broader organizational priorities.
- Manage marketing budgets by allocating resources strategically, tracking expenditures, and evaluating ROI to ensure efficiency and maximize impact.
- Negotiate with vendors, agencies, and external partners to secure cost-effective services and enhance campaign effectiveness
- Track, measure, and analyze key performance indicators such as lead generation, engagement, conversion rates, and brand awareness.
- Use data-driven insights to optimize campaigns and guide future strategies.

- Stay current with emerging industry trends, technologies, and best practices to keep TRES's marketing efforts competitive and innovative.
- 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:

- Experience in marketing management, digital marketing, communications, or related areas.
- Strong leadership, communication, and project management skills.
- Ability to develop both strategic plans and creative concepts for multi-channel marketing campaigns.
- Proficiency with digital marketing tools and analytics platforms.
- Ability to work full-time, including weekdays and one weekend day depending on schedule.
- Ability to travel across the Greater Toronto Area, including 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 working in non-profit, educational, or community-focused organizations.
- Experience leading or mentoring staff.
- Knowledge of SEO, SEM, branding, and market research.
- Experience working with diverse or underrepresented communities.
- Multilingual abilities in 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.