

Career Opportunity (October, 2026)
Marketing & Social Media Coordinator
Full Time, Permanent Position
Remote [anywhere in Canada]

About JA Canada

Junior Achievement (JA) Canada we are expanding our marketing team and looking for a creative, strategic and data-minded Marketing & Social Media Coordinator to help bring our brand to life and generate engagement across social media, and to support partner marketing and communications.

JA Canada serves as the national headquarters for Junior Achievement in Canada. As a member of JA Worldwide, JA Canada has partnered with the Canadian education system and volunteers since 1955 to deliver financial health, work readiness, and entrepreneurship programs. All JA programs are designed to inspire and prepare youth to succeed in the global economy. Through a network of 15 regional offices nationwide, and employing best in class digital learning management systems and platforms, JA Canada delivers over 530,000 student learning experiences annually. Our motto: *Success Starts Here!*

Additional Background/review: www.jacampus.org & www.cbhf.ca

About the Role

Reporting to the Senior Manager of Marketing, the Coordinator will play an important part in developing and executing JA Canada's social media presence by creating content that is engaging, relevant and aligned with our organizational goals. The Coordinator will help extend JA Canada's national social media strategy across our network of local offices by developing social media templates, resources and toolkits that make it easier for teams across the country to create on-brand, effective content.

This is an ideal opportunity for someone who is equally comfortable being creative and analytical, someone who can move from writing a LinkedIn post to reviewing campaign performance, identifying a trend, building a Canva template and reporting on results.

Areas of responsibility:

- 1. Partner & Co-Brand Marketing & Activation Support**
- 2. Social Media Strategy & Performance Optimization**
- 3. Content & Creative Development**
- 4. Social Media Management**
- 5. Analytics and Reporting**



About the Marketing Team:

- JA Canada's national marketing team oversee the brand strategy, content and communications/media channels partnering with the Programs and Resource Development teams to amplify the brand, inspire audiences, drive engagement with programs and celebrate donor/partner impact.
- The new Marketing & Social Media Coordinator joins a team overseen by the Chief Development Officer, and led by the Director of Marketing, two Senior Managers of Marketing each with a hybrid business partner and channel accountability, a peer Marketing Coordinator dedicated to programs and regional office communications, and a Manager of CBHF & Signature Events.

Experience and Qualifications:

You're creative, curious and plugged into what's happening on social media. You know what makes someone stop scrolling, but you also understand the data behind what's performing. You're a strong writer, have an eye for good design and enjoy turning ideas into content. You can work independently, stay organized in a remote environment and collaborate with teams across Canada.

- 2+ years of experience in social media, digital marketing, communications or a related field.
- Strong understanding of LinkedIn, Instagram and Facebook.
- Excellent copywriting and editing skills.
- Strong visual/creative skills and experience creating social media graphics.
- Requires proficiency and strength working with the following tools
 - Social media management tools (e.g. Sprout Social, Hootsuite, Buffer)
 - Canva
 - Microsoft Office Suite (especially powerpoint)
 - Generative Ai + LLM Ai tools
- Experience working with the following, an asset:
 - Adobe Creative Suite
 - Producing short-form video/reels
 - Project management tools (e.g. Asana)
- Comfortable working with social media analytics, reporting and UTM tracking.
- A strategic mindset and strong understanding of social media trends.
- Highly organized and able to manage multiple projects and deadlines independently.

Detailed Duties and Responsibilities:

1. **Partner & Co-Brand Marketing & Activation Support** (~20% time allocation)
 - Support the Senior Manager, Marketing in developing custom donor/partner communications and activation strategies and assets
 - Help coordinate platform pilot, go-to-market plan, identify and secure offers and incentives for direct to youth engagement
 - Conduct regular audits of communication channels and assets to ensure appropriate partner/donor recognition aligned to brand guidelines and help maintain toolkits
 - Collect and curate assets & marketing/social performance data from across the JA network in support of partner reporting & stewardship
 - Contribute to Community of Practice meetings and Operational newsletters
2. **Social Media Strategy & Performance Optimization** (~15% time allocation)
 - Support the development and execution of JA Canada's organic & paid boost social media strategy across LinkedIn, Instagram and Facebook.
 - Contribute to and maintain the national marketing/communications content calendar and lead social media planning.
 - Identify opportunities to strengthen JA Canada's presence through relevant conversations, cultural moments, trends and emerging social formats.
 - Develop and execute strategies to increase followers/ grow audience.
 - Support social media campaign strategies surrounding JA programs, partnerships, events, announcements and organizational initiatives.
 - Monitor and integrate best practices from JA Americas & JA Worldwide social
3. **Social Media Content & Creative Development** (~40% time allocation)
 - Generate and curate stories, photos/stories, highlights from across the JA network.
 - Develop platform-specific content that reflects the unique audiences, formats and best practices of each channel.
 - Recommend new content ideas and approaches based on trends, performance data and organizational priorities.
 - Write engaging, polished and audience-focused social media copy while maintaining JA Canada's brand voice.
 - Create social media graphics and creative assets for LinkedIn, Instagram and Facebook using Canva.
 - Produce short-form videos and animations.
 - Develop templates, reusable social media assets, toolkits, campaign resources and content packages that can be used by JA offices across Canada.
 - Ensure creative aligns with JA Canada's visual identity and brand standards.
4. **Social Media Management** (~15% time allocation)
 - Schedule, publish and manage social media content using a social media management platform such as Sprout Social.
 - Monitor social channels and engage with relevant comments, messages and conversations.



- Coordinate social media content and approvals with internal teams and stakeholders.
 - Ensure content is published accurately, consistently and on schedule.
 - Help maintain organized social media assets, calendars and campaign materials.
5. **Analytics & Reporting** (~10% time allocation)
- Track social media performance and prepare regular reports.
 - Use analytics, UTM tracking and audience insights to understand what is working and make recommendations.
 - Help identify opportunities to improve content and overall social performance.

Application Process

Interested candidates are invited to submit their resume with a cover letter that highlights alignment to the position qualifications to **careers@jacanada.org**. Please list "Marketing & Social Media Coordinator" as the subject. *Please note direct LinkedIn applications will not be considered.* As part of your application, please include examples of social media work you've created. This could include social posts, campaigns, graphics, video, content calendars or other relevant creative work. A portfolio, website, LinkedIn profile or PDF is welcome. *Candidates are encouraged to apply as soon as possible.* Applications will be reviewed on a weekly basis. Posting will remain open until a suitable candidate is secured.

JA Canada Commitment to EDI&A:

JA Canada is committed to an equitable, diverse, inclusive and accessible environment where differences are valued and respected in all areas of our business. We welcome and encourage applications from people of all backgrounds and abilities. Accommodations are available on request for candidates taking part in all aspects of the selection process. JA Canada will not discriminate on the basis of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed (religion), sex (including pregnancy and gender identity), sexual orientation, disability, age (18 and over), record of offenses for which a pardon has been granted, marital status (including same sex partners), family status (being in a parent-child relationship), or any other grounds prohibited by the Canadian Human Rights Code.

Hiring Process:

- We thank all candidates for their interest in advance. Based on anticipated volume of applicants, we will only respond to successful applications.
- A short list of successful applicants will have an initial screening survey or interview.
- A formal interview will be conducted by two members of the Marketing Department and an HR representative.
- An offer of employment with JA Canada is conditional upon the successful completion of a background verification check, subject to applicable laws and regulations.