Marketing Specialist

BorderPass Corp.

Job ID
41169

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LOCATION	DATE POSTED	EXPIRY DATE	
33 BLOOR ST E, Toronto, ON| Ontario	21-09-2026	20-03-2027	
TYPE OF JOB	**SALARY**	**MIN. EXPERIENCE**	**MIN. EDUCATION**
Full Time	CAD 79,806.16	3 years to less than 5 years	College, CEGEP or other non-university or diploma from a program of 1 year to 2 years

Job Details

As BorderPass continues to scale, we’re looking for an ambitious and creative Marketing Specialist to join our team and grow a community of users seeking life-changing opportunities abroad.

This role focuses on managing our digital presence and creating compelling content by leveraging social media to engage our audience, foster community, and amplify our brand. It emphasizes social strategy and creative use of AI services to ensure authentic, resonant messaging.

This is an exciting opportunity for a creative, ambitious individual eager to join a fast-paced startup and grow their marketing skillset while contributing to the success of our company.

Key Responsibilities

Content Creation: Craft engaging and authentic written, static, and video content including social media posts, blogs, newsletters, and promotional materials that resonate with both B2C and B2B audiences. Ensure all content aligns with the brand and supports business goals.
Social Media Strategy & Management : Manage social media accounts, create and schedule posts, monitor trends, and engage with followers to build a vibrant online community. Analyze performance metrics to refine strategies for increased engagement.
AI-Driven Content Development: Leverage AI tools for content ideation, creation, and optimization, ensuring output maintains a human touch. Experiment with new AI technologies to improve efficiency and creativity in marketing.
SEO & Optimization: Conduct keyword research, proofread, and optimize written content to improve search engine visibility and organic reach.
Community Engagement: Develop and execute strategies to interact with audiences meaningfully, gather feedback, and create a strong sense of connection and loyalty.
Paid Campaigns: Plan, execute, and optimize paid marketing campaigns across platforms like Google Ads, Meta, LinkedIn, and others.

Campaign Collaboration: Partner with cross-functional teams, including product, sales, and customer success, to align marketing efforts with broader business objectives.
Learning & Growth: Stay updated on marketing trends, emerging social platforms, and AI innovations, continuously expanding your expertise and skills.

Who You Are

A recent graduate or early-career professional in Communications, Marketing, Digital Media, or a related field
You have exceptional writing and storytelling abilities, with a flair for crafting engaging, natural-sounding content (even when using AI)
A social media enthusiast who understands platform-specific trends, best practices, and audience engagement strategies
A creative thinker with a proactive approach to solving problems and identifying opportunities to innovate
Highly organized and adaptable, able to juggle multiple projects and prioritize tasks effectively in a dynamic work environment
Familiarity with Canada’s International Student Program is a plus

Details

Full-time
Participation in the company equity incentive plan
Group benefits plan
3 weeks of vacation
A welcoming and growth-focused workplace

About BorderPass

BorderPass is a rapidly growing tech company building the world’s largest global mobility platform. Increasing trust and transparency in the immigration and mobility space, our innovations empower newcomers, schools, and employers with accessible, easy-to-use, and responsible solutions.

We are dedicated to fostering a diverse and inclusive work environment. BorderPass warmly invites applicants from all communities and backgrounds without regard to race, religion, gender, age, or sexual orientation.

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