

## Job Posting:172473 - Position: W26 Web Experience Coordinator - Winter 2026 Co-op 172473

**Co-op Work Term Posted:** 2026 - Winter  
**App Deadline** 09/10/2025 09:00 AM  
**Application Method:** Through Employer Website  
**Posting Goes Live:** 09/03/2025 08:14 AM  
**Job Posting Status:** Approved

### ORGANIZATION INFORMATION

**Organization** D2L (Desire2Learn)  
**Country** Canada

### JOB POSTING INFORMATION

**Placement Term** 2026 - Winter  
**<b> Job Title <b>** W26 Web Experience Coordinator - Winter 2026 Co-op 172473  
**Position Type** Co-op Position  
**Job Location** Kitchener, ON  
**Country** Canada  
**Duration** 4 or 8 months  
**Work Mode** To be confirmed  
**Salary Currency** CAD  
**Salary** Salary Not Available, 0 Major List  
**Salary Range \$** \$800-\$1,150 CAD/week  
**Job Description**

Location: Kitchener, Ontario

D2L is a cloud company that is modernizing education and building the Future of Work. The old models of teaching and learning are in the midst of the largest transformation in history, and D2L is at the heart of that fundamental shift.

New models of teaching and learning enable a personalized, student-centric experience - and deliver improved retention, engagement, satisfaction, and results for learners of all ages - in schools, campuses, and companies.

D2L is disrupting the way the world learns, by providing the next generation learning environment and solutions to engage and inspire learners. And most importantly, by giving customers a platform that is easy, flexible, and smart. No other company provides a solution as robust and innovative as D2L.

D2L's has had a singular mission for 25 years and is dedicated to that same mission in the years ahead: to transform the way the world learns - and by doing so, we will help improve human potential globally.

A member of our Talent Acquisition team reviews ALL of our applications - yes a real person reviews resumes! They are excited to read more about what amazing things you could add to D2L.

***We may continue to review applications on a rolling basis, but recommend applying by September 16th at 9:00am ET to ensure you are included in initial application reviews.***

The Web Experience Coordinator Co-op Student will be responsible for assisting with marketing and content management tasks across the Digital Marketing Team. The successful candidate will support website update and SEO content work, engage in list and campaign management, and support analytics and data collection activities. They will be part of an experienced and forward-thinking technical marketing team and contribute to the overall success of the organization.?

**What would my main duties be??**

- Work cooperatively with other functional areas within Marketing to support the design, develop and implement web-based

communication strategies?

- Interface with Web Developers to help with site content, site architecture, usability, maintenance, updating and evolution of the website?
- Help analyze website traffic and seek opportunities and avenues to optimize performance
- Work with Marketing Automation on list management, support, and campaign execution tasks ?

**So, why should you do your co-op at D2L?** Previous Campus Ambassador Melissa shares her thoughts here: Watch Melissa's TikTok

The expected weekly salary range for a student hire in this role is listed below. The base salary offered is determined by each candidate's relevant knowledge, skills, education, training and experience. It is aligned to ensure both internal and external competitiveness using market data for the geographic location and school specific salary surveys.

Weekly Salary Range

\$800-\$1,150 CAD

**Don't meet every single requirement?** We strongly encourage you to still apply! At D2L, we are committed to creating a diverse and inclusive environment. We encourage your application even if you don't believe you meet every single qualification outlined, because we love to help our people grow and develop!

**All D2Lers receive:**

- Impactful work transforming the way the world learns
- Flexible work arrangements
- Learning and Growth opportunities
- Employee wellbeing (Access to mental health services, EFAP program, financial planning and more)
- Home Internet Reimbursements
- Employee Recognition
- Social Events
- Dog Friendly Offices at our HQ in Kitchener, Winnipeg, Vancouver and Melbourne

**Full time, permanent employees are also eligible for:**

- Tuition reimbursement of up to \$4,000 CAD for continuing education through our Catch the Wave Program
- 2 Paid Days off for Catch the Wave related activities like exams or final assignments
- Retirement planning
- 2 Paid Volunteer Days
- Competitive Benefits Package
- Employee Referral Program
- Wellness Reimbursement

D2L is committed to a fair and inclusive work environment. We are an equal opportunity employer that hires and attracts talent regardless of age, race, creed, color, religion, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality, sex, status as a protected veteran or any other legally protected grounds and will not discriminate on these bases. We draw on diversity of thought and experience to reflect the rich array of cultures representing our broad customer base and we seek talent with diversity of life experiences and perspectives from around the world. If you have special accessibility requirements that need to be considered during the recruitment process, please let us know by emailing us at [careers@d2l.com](mailto:careers@d2l.com) and a member of our HR team will get back to you. Information received relating to accommodation needs of applicants will be addressed confidentially. D2L maintains a drug-free workplace.

## **Job Requirements**

**Work Experience:?**

- Understanding of digital marketing concepts, the delivery of web content and how effective marketing campaigns are managed
- Ability to create positive external relationships and internal cross-functional stakeholders
- Strong written and oral communication skills through multiple mediums and for a wide range of audiences across industry sectors, geographies and audiences
- Knowledge of the use of social media in a business-to-business environment
- Understanding of the Principles of Project Management ?
- Team player who is both flexible and adaptable
- Comfort with technical tasks, such as working with spreadsheets and similar data

**Other Requirements and Assets:??**

- Familiarity and interest in AI tools (e.g. ChatGBT, Copilot, etc.)

- Ability to handle multiple projects simultaneously and work effectively in a fast-paced, deadline-driven environment with rapidly changing priorities
- Strong analytical and research skills
- Attention to detail

#### **Education Recommendations?**

- Student enrolled in marketing, communications, web development, or programming, with the following competencies: ??
- Advanced?communication, collaboration, and interpersonal?skills?
- Excellent communication writing and/or copywriting skills?
- Exceptional organizational skills?including multi-tasking and time management?
- High attention?to?detail?
- Ability to?learn quickly,?think?fast?under pressure, and work independently in fast-paced environment?
- Proficiency?with?MS?Excel and comfortable?with?learning?new systems quickly?
- Creative mindset and stamina to try new things and figure out how to continuously improve
- Experience with WordPress or similar would be an asset

**Citizenship Requirement** N/A

## **APPLICATION INFORMATION**

**Application Procedure** Through Employer Website

### **Special Application Instructions**

Please click the "I intend to apply to this position" button on SCOPE and also submit your application via the employer's website.

*We may continue to review applications on a rolling basis, but recommend applying by September 16th at 9:00am ET to ensure you are included in initial application reviews.*

Application Link:

<https://www.d2l.com/careers/early-talent/jobs/web-experience-coordinator-winter-2026-co-op/7195043/>

**Applications are accepted on a rolling basis and the posting may be expired at any time by the employer as submissions are received.**

**Students should submit their applications as soon as they are ready.**