



Position: Marketing Intern (September 13-December 3, 2021)

Reports to: Marketing Specialist

Position Summary

This position supports the development and implementation of several marketing initiatives and will include graphic design work, social media content creation, creating concepts, content and filming videos as well as assistance with image creation and editing for various platforms. Supports other Tourism Burlington initiatives as required.

Duties and Responsibilities

1. Video - creation of short video content based on the Tourism Burlington digital strategy/content calendar. To include scripting, filming, and editing for Instagram reels.
2. Photography - take photos and catalogue in database, edit for use in various digital platforms.
3. Social Media – assist in content creation for Tourism Burlington and Taste of Burlington social media platforms
4. Digital Marketing – research and make recommendations on digital marketing opportunities for Tourism Burlington. Assist with creation of digital ads for various platforms as required.
5. Website – prepare content/images for website as directed and create galleries using photo program (training will be provided)
6. Prepare drafts of media releases, blogs and content for promotions such as e-newsletters for specific niche markets and events.
7. Assist in other areas as assigned including visitor services and events.

Qualifications

- Strong organization and communication skills (verbal and written)
- Proficient in graphic design software (Photoshop, Adobe Illustrator, etc)
- Experience in taking high quality video and photography and basic video editing
- Familiarity with and user of social media platforms (Twitter, Facebook, Instagram, YouTube, etc)
- Strong customer service and problem-solving skills
- Flexible and able to multi-task to handle the various aspects of the position
- Punctuality
- Familiar with Burlington and attractions & restaurants

Position Specifications:

Education: High School diploma.

Work Environment: A combination of remote and in-office work.

Status: Full Time

Pay Rate: \$15.50/hour

Time Pressures: Must meet the pressures of deadlines for various projects as assigned.

Supervision Received: Works as a team under the supervision of the Marketing Specialist.

Consults with Supervisor on key areas to identify issues and responses required.

Effect of Errors: Errors as a result of misinformation result in poor customer relations and may impact Tourism Burlington's image and are of an irritating to a serious nature. Errors may also result in revenue loss.

Freedom to Make Decisions: Decisions usually are minor in nature such as referrals, and answering inquiries.

Interpersonal Contacts:

Purpose: Contacts with the public are occasional, must work closely with other tourism partners as part of a team. Contacts are for the purpose of promoting awareness of tourism services and agencies. Contacts are generally creative and therefore must involve flexibility.

Nature: Contacts are generally pleasant.

Ingenuity: Will be required to use initiative and self-direction.

Physical Demands: Some physical demands. May be required to set-up displays and assist in delivering and moving boxes/supplies.

Other: Must be between 15-30 years of age and be a Permanent Resident and possess a valid social insurance number.

This position is available from a grant received from the Federal Government. Please drop off or email your resume to Kelly.harris@burlington.ca with **position title in subject line**.

We thank all applicants and advise that only those to be interviewed will be contacted.

“AN EQUAL OPPORTUNITY EMPLOYER”

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