



Position: Digital Marketing Assistant

Reports to: Marketing Manager/Visitor Services Coordinator

Position Summary

This position supports the development and implementation of a number of digital marketing initiatives including 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 video content based on the Tourism Burlington digital strategy/content calendar. To include scripting, filming, editing for various social media platforms.
2. Photography - take photos as requested and catalogue in database, edit for use in various digital platforms.
3. Social Media - assist in content creation for Tourism 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. Analytics - provide feedback, recommendations and statistical data based on in-program/Google analytics
6. Website - prepare content/images for website and update websites as directed
7. Prepare blogs and content for promotions such as e-newsletters for specific niche markets and events.
8. Assist in other areas as assigned including visitor services and events.

Qualifications

- Strong organization and communication skills (verbal and written)
- Experience in taking high quality video and photography
- Familiarity with and user of social media platforms (Twitter, Facebook, Instagram, YouTube, Tik Tok, etc)
- Familiar with Instagram reels and current trends
- 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, attractions, events, restaurants, accommodation, parks etc and general knowledge of Ontario/Canada

Position Specifications:

Experience: Within the tourism field with experience in tourism research, public relations, experience in retail or sales an advantage. Fully confident with MS Office, social media platforms, and video editing software. Experience with wordpress and photo editing programs beneficial.

Work Environment: Tourism Burlington is open 7 days a week and shifts may include early mornings, evenings and weekends within a standard office environment.

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

Responsibility:

Supervision Received: Works as a team under the supervision of the Marketing Manager or designate. 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.

These positions are dependent upon grants received from the Provincial and Federal Government. Please drop off or email your resume to info@tourismburlington.com 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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