



**Position:** Travel Counsellor - Digital Marketing Assistant  
June-August (10-12-week contract; 35 hrs/week)

**Reports to:** Visitor Services Coordinator/Strategic Lead - Economic Development  
and Destination Marketing  
414 Locust Street, Burlington, Ontario L7S 1T7

### **Position Summary:**

This position supports the development and implementation of digital marketing initiatives that highlight our tourism partners, including creating concepts, content and filming videos as well as assistance with image creation and editing for various web and social 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. Can include scripting, filming, editing and posting to digital/social media platforms
2. Photography: photography and cataloguing in database; editing for use in various digital platforms
3. Social Media: assist in content creation for Tourism Burlington and Taste of Burlington social media platforms including graphics and copy
4. Digital Marketing: research trends 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/copy for the website as directed
7. Prepare blogs and other written content for promotions such as e-newsletters
8. Assist in other areas as assigned including visitor services and events

### **Qualifications:**

- Strong organization and communication skills (verbal and written)
- Experience in taking aesthetic pictures and videos to create reels and carousel posts for Instagram.
- A strong writer and storyteller
- Strong familiarity with and use of social media platforms (X, 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
- Outgoing, personable and team player
- Familiarity with Burlington, attractions, events, restaurants, accommodation, parks etc and general knowledge of Ontario/Canada

## **Position Specifications:**

- Education:** Currently enrolled in Journalism, Marketing/Advertising or Communications or similar program at a college or university level.
- Experience:** Within the tourism field, with experience in tourism research, or public relations. Experience in retail or sales an advantage. Fully confident with MS Office, social media platforms, and video editing software. Experience specifically with Wordpress, Canva, Crowdriff 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. Filming on site at partner locations will require work-sponsored travel via public transit or car.
- Time Pressures:** Ability to meet the pressures of deadlines for various projects as assigned.

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