

Position: Travel Counsellor & Digital Marketing Assistant
(1 position)

Duration: June-August (10-12-week contract; 35 hrs/week)

Reports to: Visitor Services Coordinator

Position Summary:

This is a dual role providing reception and information services during weekday and weekend hours at the Visitor Information Centre (VIC) of Burlington Economic Development and Tourism, the Information Tent at the waterfront and at major festivals and events. In addition, it supports the development and implementation of digital marketing initiatives that highlight our tourism attractions, partners and visitor incentives, including creating concepts, content and filming videos as well as assistance with image creation and editing for various digital platforms creating social media posts. Supports other initiatives as required.

Duties and Responsibilities:

Travel Counsellor Duties and Responsibilities

1. Daily operation of the Visitor Information Centre including opening and closing of Centre.
2. Ordering/maintaining partner and tourist brochures and tracking the distribution of Tourism Burlington print materials.
3. Welcome and reception duties including responding to visitor inquiries and making referrals to local tourism businesses, in person, by telephone and email.
4. Collecting visitor statistics related to customers served via email, website, counter, and phone.
5. Promote retail items/souvenirs, including handling of cash/credit card transactions.
6. Prepare delegate and visitor packages for distribution.
7. General office functions/special research projects as assigned/assist full time staff as requested.
8. Restocking of brochure racks with tourism partner information as required.
9. Lifting of boxes, tent equipment, etc. required.

Digital Marketing Assistant Duties and Responsibilities:

1. **Social media:** Assist in tourism content creation for social media platforms. Research and make recommendations on social media opportunities.
2. **Video (Instagram):** Creation of reels content based on the organization's digital strategy/content calendar.
3. **Copy writing:** Prepare captions for social media as directed. Prepare drafts of blogs for promotions such as e-newsletters for the website.
4. **Photography:** Photography and cataloguing in database; editing for use in various digital platforms.
5. **Analytics:** Provide feedback, recommendations and statistical data based on social media performance.

Qualifications:

- Familiarity with Burlington, attractions, events, restaurants, accommodations, parks etc.
- General knowledge of Ontario/Canada.
- Able to give accurate driving, walking, and transit directions.
- Flexible, adaptable, and able to multi-task.
- Work in a team setting and individually.
- Retail experience beneficial.
- Strong organization and communication skills (verbal and written).
- Experience in taking high quality video and photography.
- A strong writer and storyteller.
- Deep understanding of creating high-quality Instagram content (reels, posts) and designs using Canva.
- Outgoing, personable, and work well on a team.
- Punctuality

Position-Specific Qualifications:

- Education:** Currently enrolled in Journalism, Marketing/Advertising or Communications or similar program at a college or university level.
- Experience:** Within the tourism field; experience in tourism research, or public relations. 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:** The Visitor Information Centre is open 7 days a week during the Summer 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.
- Time Pressures:** Ability to meet the pressures of deadlines for various projects as assigned.

This position is dependent upon grants received from the Federal Government.

Please drop off or email your cover letter & resume to info@tourismburlington.com with **position title in subject line**. **Deadline: Friday, March 21, 2025 at 4pm EST**

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

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