

## **Burlington Economic Development and Tourism – Job Description**

**JOB TITLE:** Marketing Intern – Economic Development & TechPlace (Summer Student 16-week contract, Full time, Temporary)

**ABOUT BURLINGTON ECONOMIC DEVELOPMENT AND TOURISM:** Burlington Economic Development and Tourism is an agency of the City of Burlington that exists to promote economic growth in our city.

The team at BEDT works to attract high-value companies to our city, support the expansion of existing businesses, and encourage the start-up and growth of new companies. We work closely with local stakeholders to grow and sustain Burlington's competitive and prosperous community. We work with all levels of government, and act as a liaison with the private sector to advocate and support the growth of our economy. We also stay connected with post-secondary institutions to ensure talent, research and subject matter expertise are available and accessible to the business community.

Burlington Economic Development launched TechPlace in 2017, an innovation center located in Burlington that offers space, programming, and mentorship opportunities to technology start-ups. Through its hot desking areas, LaunchPad and Soft-Landing programs, strategic partnerships and events, TechPlace has more than 300 members that come together to create a vibrant and diverse entrepreneurial community.

In January 2025, Burlington Economic Development and Tourism Burlington officially merged to form a unified organization: Burlington Economic Development and Tourism

### **POSITION SUMMARY:**

This is the ideal opportunity for an enthusiastic team player looking to grow a career in marketing. This position will provide hands-on learning opportunities in various aspects of marketing, including social media management, content creation, SEO, market research, and campaign development. As the Marketing Intern for TechPlace, you will work closely with our marketing team to support ongoing projects and initiatives for the space while contributing fresh ideas and insights. You will have the opportunity to work with our members, LaunchPad and Soft-Landing companies, programming partners, and others to develop original and engaging content that can be used on our website and social media channels to strengthen online engagement, build brand awareness and contribute to the overall growth of the TechPlace community.

### **ROLE STRUCTURE:**

- 35-hour workweek, Monday to Friday
- Salary \$24/hr.

- Duration: 16 weeks • 3 days per week in person at TechPlace during core business hours of 9am-5pm. • Some off-site visits to non-office environments and events may be required.
- Must provide own transportation. Some evening and weekend work may be required.
- This is Canada Summer Job supported position, candidates must meet CSJ requirements

## **SKILLS AND ATTRIBUTES:**

- University degree in Business, Marketing, Communications, and/or post-Graduate degree in related field. Specialty in Digital Marketing, Advertising, Public Relations, or Journalism considered an asset.
- 1-3 years of relevant experience • Demonstrated interest in marketing or communications and a creative mindset.
- Ability to write professionally such as blogs, media releases, and ad copy with the ability to gather information needed, and craft key messaging and/or an engaging story.
- Proficient with social media platforms including Instagram, Facebook, X, YouTube, and LinkedIn.
- Experience reporting analytics of success of different channels.
- Well-developed interpersonal skills and ability to work as part of a team.
- Proficiency in the digital marketing toolkit: WordPress (or similar), Canva, Google Analytics, Constant Contact, etc.
- Proficiency in the business toolkit: Zoom, MS Teams, Word, PowerPoint, and Excel. Adobe Creative Suite is considered an asset.
- Interest in tech and startup ecosystem and a basic understanding of tech-related content
- Knowledge of Burlington and familiarity with the city and surrounding area are considered an asset.
- Most importantly, a positive attitude with a willingness to learn and a teamwork-oriented approach to getting stuff done.

## **RESPONSIBILITIES:**

- Support the development and execution of digital and traditional marketing tactics for TechPlace and Economic Development.

- Provide support on event set-up, swag and gifts, and other event and programming needs at TechPlace and for Burlington Economic Development.
- Contribute to the planning of the annual TechPlace open house, our annual keystone event.
- Collaborate with marketing team to develop and promote the Burlington Economic Development and TechPlace annual report.
- Spend a minimum of 3 days a week at TechPlace, immersed in the space connecting with what is going on there.
- Assist in the creation of monthly e-newsletters.
- Develop skills in web and social analytics through helping gather and analyze data from all our online channels that support recommendations for future campaigns and SEO.
- Connect with TechPlace members and partners to write success stories and blogs for techplace.ca and investburlington.ca, and co-market events and programs taking place at TechPlace.
- Attend events at TechPlace and potentially in Halton and Hamilton to create content and boost our online presence in the community.
- Other duties as assigned

**DURATION:** Beginning as soon as possible for a 16-week contract.

#### **APPLICATION PROCESS:**

Please submit a resume, cover letter, and a writing sample (e.g. media release, blog, or news article) to techplace@burlington.ca by 9:00AM on May 16th.

#### **MORE INFORMATION:**

[www.Investburlington.ca](http://www.Investburlington.ca)

[www.techplace.ca](http://www.techplace.ca)

***Availability of this role is subject to 2025 Canada Summer Job Funding must meet Canada Summer Jobs requirements.***