

Burlington Economic Development and Tourism – Job Description

JOB TITLE: Marketing Intern (Summer Student 16-week contract, Full time, Temporary)

ABOUT BURLINGTON ECONOMIC DEVELOPMENT AND TOURISM:

Burlington Economic Development and Tourism is the official economic development and destination management organization for Burlington, Ontario.

Burlington Economic Development and Tourism drives economic prosperity by attracting and developing new investments, supporting business growth, and promoting Burlington as a vibrant destination for both business and tourism. Through strategic partnerships and a commitment to outstanding customer experiences, we foster a thriving economy that benefits businesses, residents, and visitors.

POSITION SUMMARY:

Are you a creative, social media-savvy student or emerging marketer with a passion for travel, community, and storytelling? This internship is the perfect opportunity to kickstart your career in tourism and place marketing while building your digital marketing toolkit in a fun, fast-paced environment.

As our **Marketing Intern**, you'll be a key member of the team—contributing fresh ideas and engaging content that promotes **Burlington as a must-visit destination** for young professionals, families, and curious travelers. You'll gain hands-on experience in **social media management, content creation, SEO, market research, and campaign execution**, while collaborating with local tourism partners, small businesses, and innovation leaders at TechPlace.

You'll have the chance to develop scroll-stopping content for Instagram, Facebook and LinkedIn (sorry, no TikTok), while learning how to apply the latest trends in digital marketing to real-world tourism initiatives. If you're passionate about telling the story of a place and want to grow your skills in a collaborative and creative environment—this role is for you.

WHAT WE'RE LOOKING FOR:

We're seeking a motivated, creative, and collaborative individual who's passionate about marketing, storytelling, and engaging with audiences in meaningful ways. If you thrive in a dynamic environment and love bringing ideas to life, this could be the perfect fit for you. Here's what you'll bring to the table:

- A university degree in Business, Marketing, Communications, or a related field. A post-graduate certificate or specialization in areas such as Digital Marketing, Public Relations, Advertising, or Journalism is considered a strong asset.
- 1–3 years of hands-on experience in a marketing, communications, or content creation role.
- A genuine passion for marketing and communications, with a creative mindset and a curious, proactive approach.
- Strong writing and proofreading skills—you can craft engaging blogs, compelling media releases, and persuasive ad copy, all while aligning with brand voice and messaging.
- Comfortable managing and creating content for social media platforms including Instagram, Facebook, X (formerly Twitter), YouTube, and LinkedIn.
- Experience analyzing and reporting on content and campaign performance across digital channels.
- Proficiency with key digital marketing tools such as WordPress (or similar CMS), Canva, Google Analytics, and Constant Contact.
- Familiarity with Burlington’s key attractions, natural assets, and local highlights is a definite asset.
- A creative eye for social media trends and a knack for adapting them in a professional, brand-appropriate way to maximize audience engagement.
- A good sense of design and visual storytelling—you're confident planning and filming content with the audience and platform in mind.
- Willingness to get out in the community—attending events and visiting local businesses to capture engaging content.
- A collaborative attitude, always ready to contribute ideas and participate in content planning, brainstorming sessions, and campaign development.
- Solid grasp of productivity and business tools like Zoom, Microsoft Teams, Word, PowerPoint, and Excel.
- An interest in tourism, place branding, and destination development—you're excited about promoting what makes a city special.

RESPONSIBILITIES:

- Support the development and execution of digital and traditional marketing tactics that support the growth of tourism in Burlington.
- Assist in organizing and executing tourism-related events and activations, including event set-up, visitor giveaways, and other promotional needs that enhance visitor experiences and promote Burlington as a must-see destination.
- Contribute to the planning and coordination of BEDT initiatives, such as seasonal campaigns, stakeholder events, and the TechPlace open house.
- Curate, organize and develop e-newsletters designed to target business, tourism and TechPlace audiences.
- Help gather and analyze web and social media data from various digital platforms to support campaign performance tracking, audience engagement insights, and recommendations for future tourism marketing strategies, including SEO optimization.
- Interview and connect with local businesses, tourism operators, and event organizers to write success stories and blog content for BEDT websites.
- Attend and cover local events, festivals, and tourism experiences in Burlington and surrounding areas to capture engaging content (photos, videos, social posts) and enhance the city's digital storytelling efforts.
- Perform other tourism-related duties as assigned, contributing to initiatives that strengthen Burlington's profile as a vibrant, welcoming, and visitor-friendly destination.

ROLE STRUCTURE:

- 35-hour workweek, Monday to Friday
- Salary \$24/hr.
- Duration: 16 weeks
- 3 days per week in person at TechPlace or 414 Locust Street 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

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 invest@burlington.ca by 9:00AM on May 1, 2025.

MORE INFORMATION:

www.tourismburlington.ca

www.Investburlington.ca

www.techplace.ca

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