

Tourism Experience Coordinator

Position Summary

Reporting to the Manager, Tourism Services, the Tourism Experience Coordinator supports the execution of Burlington's tourism programs across culinary tourism, main street activations, and cultural programming. This role is responsible for implementing front-line engagement tactics, supporting participating businesses and organizations, and maintaining high-quality visitor experiences across all platforms, digital, in-person, and promotional.

With a strong focus on customer experience (CX) and user journey execution, this position ensures that tourism programs are accessible, engaging, and aligned with strategic goals set by the Manager.

Visitor Engagement & Mobile Activation

- Coordinate seasonal visitor touchpoints (e.g. street teams, event kiosks, pop-up info stations), ensuring a seamless and welcoming experience.
- Manage logistics such as equipment, signage, giveaways, and daily team schedules.
- Train and coach seasonal team members with visitor-first service principles, storytelling tools, and FAQ knowledge.
- Log and report visitor interactions using CRM systems, capturing key trends in questions, satisfaction, and geographic origin.

Main Street Program Support

- Assist in the execution of main street tourism initiatives (e.g. local promotions, shop-local campaigns, small business events, trails) by coordinating logistics and partner communications.
- Support main street businesses in implementing visitor-ready elements such as clear signage, QR codes, storefront displays, and digital platform visibility.
- Maintain up-to-date listings for main street activations on visitor-facing channels and ensure smooth integration with seasonal campaigns or citywide initiatives.

Culinary Program Support

- Support the delivery of culinary tourism programs (e.g. Taste of Burlington, food trails, prix-fixe promotions, pop-up tastings) by coordinating logistics and partner onboarding.
- Help restaurants, food vendors, and producers activate their offers through digital passes, signage, and consistent messaging to ensure a seamless visitor experience.

- Ensure culinary events and listings are accurately represented on digital platforms, newsletters, and promotional content, aligning with seasonal tourism goals.

Cultural Program & Event Support

- Assist in the delivery of cultural tourism initiatives (e.g. art walks, performances, open studio tours, community festivals) by coordinating logistics and partner touchpoints.
- Help cultural partners integrate visitor-ready elements like digital maps, promotional signage, and on-site wayfinding tools.
- Maintain accurate listings and collateral for cultural events on visitor channels and support promotional integration into city platforms.

Digital Tool & Platform Management

- Maintain and update digital platforms such as Beeliked and Bandwango, ensuring offers are current, redemptions are monitored, and user journeys are smooth.
- Troubleshoot usability issues and coordinate updates to landing pages, links, signage, and program content.
- Monitor analytics and user behavior to identify opportunities to streamline content or improve CX across platforms.

Partner Communications & Business Support

- Maintain consistent, responsive communication with culinary, main street, and cultural stakeholders.
- Support the Manager in preparing surveys, updates, and toolkits to inform and empower partners.
- Escalate strategic issues (e.g., funding questions, accessibility concerns, digital gaps) to the Manager for follow-up or resolution.

Content, Feedback & Program Insights

- Collect stories, feedback, and photos from the front lines to support content creation and social media teams.
- Contribute short form copy for partner profiles, visitor newsletters, and signage where needed.
- Compile monthly insight summaries highlighting visitor trends, digital usage, and partner engagement.

Key Performance Indicators

- Visitor satisfaction and Net Promoter Score (NPS)
- Digital Passport redemptions and digital engagement
- Number and quality of visitor interactions

- Partner participation and satisfaction across culinary, main street, and cultural programs
- Accuracy and timeliness of content and signage

Core Competencies

- Visitor-first mindset and proven CX delivery
- Strong communicator and relationship builder
- Organized project coordinator with attention to detail
- Adaptable, hands-on, and comfortable in fast-paced environments
- Confident in using digital tools and analyzing basic user data

EMPLOYMENT TERMS:

12-month contract with opportunity for extension.

Start date: August 2025

SALARY AND BENEFITS:

- This position offers an annual salary range of \$ 66,748 – \$83,435
- Competitive health and dental benefits provided
- This position is eligible for OMERS pension

HOW TO APPLY

Please send your resume and cover letter to sandra.kay@burlington.ca by July 30

WORK ENVIRONMENT:

35-hour flexible work week, hybrid office/work-from-home structure with at least 2+ days in office per week. Site visits to partners and businesses is also expected. Some evening and weekend shifts and occasional work outside regular office hours during peak tourism seasons and major event periods will be required. Must provide own transportation. Some evening and weekend work may be required.

ABOUT BURLINGTON ECONOMIC DEVELOPMENT AND TOURISM:

Burlington Economic Development and Tourism is the economic development and destination management organization for Burlington, Ontario. We drive Burlington's economic prosperity by attracting new investments, supporting the growth of local businesses, and promoting the city as a vibrant destination for visitors. Through collaboration with businesses, tourism operators, and partners across sectors, we enhance Burlington's profile as a thriving business hub and welcoming destination. Our efforts focus on fostering sustainable growth, delivering exceptional customer experience, and contributing to the city's long-term economic vitality.