

Burlington Economic Development and Tourism – Job Description

JOB TITLE: Coordinator, Digital Marketing

JOB TYPE: Full-time (35 hrs/week) 1- year contract with potential for renewal

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 DESCRIPTION:

As the Coordinator, Digital Marketing, you will play a key role in shaping Burlington Economic Development and Tourism's online presence across its Tourism, Taste of Burlington, Economic Development, and TechPlace portfolios.

Reporting to the Lead, Marketing & Brand Communications, this role owns the day-to-day execution of digital marketing and storytelling across owned and paid channels. You'll produce creative content, manage and monitor social media, build newsletters, and evaluate digital performance to build stronger engagement with Burlington's audiences: visitors, entrepreneurs, investors and residents alike.

While this position supports digital marketing across all Burlington Economic Development and Tourism portfolios, most of the day-to-day activity focuses on destination marketing. This includes managing social media channels and digital ad creative for tourism and Taste of Burlington, capturing authentic local content, and telling the stories that bring Burlington's visitor experience to life.

You are a creative storyteller who thrives in a digital environment. You'll be out in the community capturing authentic content, collaborating on campaign rollouts, and ensuring every digital touchpoint reflects the organization's unified brand strategy.

CORE RESPONSIBILITIES:

Own Digital Content Creation & Social Media Management

- Create and publish engaging digital content across social media channels for Tourism, Taste of Burlington, Economic Development, and TechPlace—with primary focus on destination marketing initiatives.
- Capture and edit photography and video content (e.g., Reels, Stories, short-form video) that highlight Burlington's visitor experiences, attractions, businesses, and community stories.
- Own and maintain the organization's digital content calendar, keeping track of timelines and deliverables across campaigns. Collaborate with the Lead, Marketing & Brand Communications, who provides overall creative direction.
- Monitor and engage with online audiences, responding to comments and messages in a timely, professional, and on-brand manner.
- Stay current with digital and social trends, identifying new opportunities to increase reach and engagement for Burlington's tourism and destination brands.

Execute Digital Campaigns & Newsletters

- Support the rollout of integrated marketing campaigns across BEDT portfolios by executing tourism-focused and cross-portfolio social media, email, and digital ad components.
- Build and distribute e-newsletters and campaign e-blasts through BEDT's email marketing platform, ensuring design and messaging consistency.
- Draft copy for campaign landing pages, partner amplification kits, and occasional blog posts based on creative direction provided by the Lead, Marketing & Brand Communications.
- Collaborate with the Lead, Marketing & Brand Communications to coordinate campaign timing, content sequencing, and creative alignment.

Monitor Digital Performance & Insights

- Compile and summarize digital performance data for review by the Lead, Marketing & Brand Communications.
- Recommend new tactics or creative adjustments based on data insights and evolving digital best practices.

Champion Brand Storytelling & Consistency

- Translate the organization's brand and campaign strategies into engaging, channel-specific executions tailored to audience needs.

- Collaborate closely with the Lead, Marketing & Brand Communications to ensure creative alignment and quality control across content.

Collaborate, Coordinate, and Represent BEDT

- Work with teams across Tourism, Economic Development, and TechPlace to identify success stories, local experiences, and partner features suitable for digital storytelling.
- Attend photo/video shoots, community events, and help facilitate partner activations to capture content and represent BEDT's brand authentically.
- Act as an on-the-ground digital ambassador for Burlington Economic Development and Tourism, contributing to a vibrant and responsive online presence.

SKILLS AND ATTRIBUTES

- Completed post-secondary education in Marketing, Communications, Business, or a related field.
- 2–3+ years of experience in digital marketing, social media management, or content creation, ideally within tourism, economic development, or public-sector contexts.
- Proven experience producing, editing, and publishing professional-quality photography and video for digital platforms.
- Strong understanding of social media platforms (Instagram, Facebook, LinkedIn) and audience engagement strategies and how to use them in business applications.
- Excellent writing and copyediting skills, with the ability to adapt tone and messaging across multiple sub-brands.
- Proficiency with:
 - Email marketing platforms (e.g., Constant Contact)
 - Social scheduling and management tools (e.g., Hootsuite, Meta Business Suite)
 - Analytics tools (e.g., Meta Insights)
 - Creative platforms (e.g., Canva, Adobe Creative Suite)
- Strong organizational and project management skills, with attention to detail and ability to manage multiple timelines.
- Analytical mindset with ability to interpret performance data and translate insights into creative improvements.
- Collaborative, flexible, and eager to learn within a high-performing marketing team.
- Willingness to work occasional evenings and weekends to support live content creation at events or partner activations.



- Ability to adapt to changing priorities and work under pressure to meet potentially conflicting deadlines.
- Enjoys working as part of a team but can also work independently to evaluate challenges, manage timelines and think strategically to meet goals.

PERKS AND BENEFITS:

- Comprehensive benefits package including health, dental, and OMERS pension eligibility.
- Professional development opportunities, including access to industry conferences.
- Opportunities to attend community events, activations, and partner initiatives.
- Access to TechPlace Burlington's Innovation Centre and creative workspace.

SALARY RANGE:

Competitive salary plus comprehensive benefits (health and dental) and professional development opportunities.

APPLICATION PROCESS:

Please submit a resume and cover letter to explore@burlington.ca by 11:59 PM on January 22, 2026. Please include in your cover letter a clear statement on why you're interested in this role and organization. Applicants should also include a content portfolio. This might include a sampling of social media work, writing samples, digital campaigns, or other creative projects that demonstrates their practical experience and skills in digital marketing.