

Summer Tourism Information & Destination Marketing Staff

Location: Tourism Barrie Information Centre, 4 Essa Road, Barrie

Duration: Mid-May to September 1, 2025

Salary: \$20.00 per hour - 35-hour work week

May-June Tuesday to Saturday

July-August Wednesday to Sunday

Must be willing to work weekends and holidays.

Tourism Barrie is seeking enthusiastic and outgoing summer staff to support our Tourism Information Centre and assist with destination marketing efforts. This role is perfect for students interested in marketing, advertising, social media, tourism, or public relations who enjoy interacting with visitors and participating in outdoor activities.

As part of the Tourism Information Centre team, you will:

- ✓ Provide travel advice and visitor assistance to tourists and community members.
- ✓ Help promote Barrie & the surrounding area's attractions, events, trails, and adventures.
- ✓ Manage social media content by creating and posting engaging travel idea
- ✓ Support digital marketing campaigns and website updates
- ✓ Assist in market research, target markets and analysis

This position is ideal for someone who:

- Has great customer service skills and enjoys interacting with people.
- Has a friendly and approachable attitude.
- Possesses strong communication and organizational skills.
- Is knowledgeable or eager to learn about Barrie's attractions, events, and outdoor activities.
- Enjoys working with social media and has a talent for posting engaging travel content. Participating in outdoor adventures and posting them on social media channels.
- Is comfortable with physical activity and working outdoors.
- Is pursuing or has an interest in a college/university program related to marketing, tourism, public relations, or business.

Must be willing to work weekends and holidays.

Applicants must:


- ✓ Be between 18 to 30 years old.


- ✓ Must be a full-time student in College or University and returning in September 2025.
- ✓ Enrolled as a full-time student in a College or University and returning in September 2025
- ✓ Be a Canadian Citizen, permanent resident, or a person with refugee protection under the Immigration and Refugee Protection Act.
- ✓ Be legally entitled to work in Ontario.

Why Join Us?

- ❖ Gain hands-on experience in tourism, marketing, and visitor engagement.
- ❖ Work in a dynamic, fun, and interactive environment.
- ❖ Develop valuable customer service and marketing skills.
- ❖ Be part of a team that promotes and enhances Barrie's visitor experience.

How to Apply:

 Email your resume and cover letter to travel@tourismbarrie.com or drop it off in person at 4 Essa Road, Barrie.

 Application Deadline: March 15, 2025.

Tourism Barrie is an equal opportunity employer. We are committed to diversity, inclusion, and multiculturalism in our hiring practices. All applicants will be considered regardless of race, colour, religion, sex, sexual orientation, gender identity, or national origin.