

Summer Tourism Information & Summer Adventure Team

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

Duration: Mid-May to September 1, 2026

Salary: \$21.00 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, outgoing summer staff to support our Tourism Information Centre and be part of the TB Adventure team. 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 & Adventure 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 ideas
- ✓ 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.
- Is comfortable with physical activity and engaging in outdoor fun adventures.
- Is pursuing or has an interest in a college/university program related to marketing, tourism, communications, 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 2026.

- ✓ 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 and experience outdoor adventures.
- ❖ Be part of a team that promotes and enhances Barrie's visitor experience.

How to Apply:

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

 Application Deadline: April 3, 2026.

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.