

ROUTE 93

INNOVATION HUB

Job Posting: Marketing & Events Coordinator (Economic Development Focus)

Organization: Route 93 Innovation Hub

Location: Midland, ON (On-site at 270 King Street)

Job Term: Full-time, Temporary (13 weeks, 35 hours/week)

Hourly Wage: \$17.60

Start Date: June 1, 2026 – August 21, 2026

Eligibility:

This position is funded through the Canada Summer Jobs Program. Applicants must:

- Be between 15 and 30 years of age at the start of employment
- Be a Canadian citizen, permanent resident, or person granted refugee status
- Be legally entitled to work in Canada

About Route 93 Innovation Hub

Route 93 Innovation Hub is a dynamic space supporting entrepreneurs, start-ups, and small businesses across North Simcoe. Through programming, mentorship, events, and collaborative workspace, Route 93 fosters innovation, builds business capacity, and strengthens the regional economy.

Position Summary

The Innovation Hub Summer Student will support the day-to-day operations and programming of Route 93, reporting directly to the Hub Manager. This role blends front-line client interaction, event coordination and registration, marketing support, and administrative responsibilities.

You will be a key contributor to creating a welcoming, professional, and energetic environment for entrepreneurs and community members using the space, and at events.

Key Responsibilities

Hub Operations & Client Experience

- Open and close the Innovation Hub daily, as required.
- Welcome and assist clients, members, and visitors in a professional manner
- Maintain a clean, organized, and functional workspace environment



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Programming & Events Support

- Assist with planning and execution of workshops, networking events, and business programming
- Support event setup, registration, and on-site coordination
- Help capture content (photos, highlights) during events
- Some evenings and weekends are required

Business & Community Engagement

- Conduct light outreach to local businesses and entrepreneurs
- Support intake processes and maintain client records
- Assist in gathering insights on local business needs and opportunities

Marketing & Communications

- Assist with social media content planning and some creation
- Newsletter creation to promote events at the Hub.
- Support development of promotional materials (Canva or similar tools)
- Update website content and event listings.

Administrative & Data Support

- Maintain and update business directories and CRM systems (Go High Level).
- Assist with basic reporting, tracking attendance, and program metrics
- Prepare simple presentations or summaries for internal use

Qualifications

- Currently enrolled in, or recently graduated from a post-secondary program in business, marketing, entrepreneurship, or a related field
- Strong communication and interpersonal skills
- Organized, reliable, and comfortable working independently
- Proficient in Microsoft Office; familiarity with Canva, social media platforms, or CRM tools is an asset
- Intermediate level with Go High Level CRM platform.
- Interest in entrepreneurship, start-ups, or community development is highly desirable



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What You'll Gain

- Hands-on experience in a real-world innovation hub environment
- Exposure to entrepreneurs, start-ups, and local business leaders
- Skills in event coordination, client engagement, and marketing execution
- Practical experience with business operations and community programming
- Opportunity to build a professional network within North Simcoe

To Apply

Please submit your resume and a brief cover letter to info@route93.ca by **May 13, 2026**. We thank all that applied but only candidates selected for an interview will be contacted.

Route 93 is an equal opportunity employer. We are committed to creating an inclusive, accessible, and barrier-free workplace.

