



Intern, Sales and Service

Peterborough Petes Hockey Club

This is a unique opportunity to work in the sports and entertainment industry as the **Sales and Service Intern** for the Peterborough Petes Hockey Club, the most storied and longest continuously operating team in the Ontario Hockey League.

The Petes Business Operations team functions like a start-up company, leveraging the team's history of success to elevate the brand. Creativity and entrepreneurialism are expected and necessary attributes for all staff. Each member of the organization plays a key role in and takes ownership of, the team's accomplishments. As a result, all staff enjoy opportunities for professional and personal development in diverse areas, which helps both the individual and team thrive.

The **Sales and Service Intern** is a highly motivated member of the Peterborough Petes Business Operations department. The **Intern** is supervised by the **Sales Coordinators** and must form exceptional working relationships with all members of the organization, particularly within the Marketing and Sales Departments. The successful candidate will have a keen interest in proactive sales techniques, customer service, and relationship building, with the ability to learn and actively implement sales and marketing techniques.

The Petes are striving to make hockey a place in which everyone feels included and welcome. When we say "everyone", we *mean* everyone. We endeavor to build experiences that work for everyone by including perspectives from backgrounds that vary by race, ethnicity, social background, religion, gender, age, disability, sexual orientation, veteran status, and national origin.

The Petes are committed to creating a diverse and inclusive workforce. We aim to create a workplace that celebrates the diversity of our team members and our community. Our employees thrive when we get this right.



Responsibilities

- Place cold and warm phone calls to leads for a variety of sales packages
- Propose and coordinate activations and game sponsorship partnership pitch meetings
- Utilize Customer Relationship Management (CRM) software to safely and strategically track and analyze customer data
- Develop and maintain a database of clients with an emphasis on building strong, positive relationships, and work with the marketing team to upload and utilize this data across our platforms
- Brainstorm, plan, coordinate and reflect on creative grassroots marketing initiatives (e.g. community events, etc.)
- Serve as an ambassador of the Petes brand with a drive for growing support for the team and junior hockey locally, nationally, and internationally
- Work as a member of a team to accomplish all of the above
- Other duties as assigned and agreed upon

Qualifications and Requirements

- Working toward the completion of a post-secondary degree or diploma
- Must be able to work all Peterborough Petes Home Games
- Computer proficiency, with excellent working knowledge of Google's G Suite (Docs, Sheets, Slides, Drive, Calendar, etc.), and working knowledge of Microsoft Office programs
- Proficiency or interest in Customer Relationship Management (CRM) tools, including AudienceView
- Have an interest in Sales and the ticketing process
- Excellent communication skills, and a particularly keen eye for perfection in marketing communication
- Strong time-management and organizational skills
 - Must be able to manage schedule to achieve daily and weekly goals
- Exceptional work ethic, eagerness to learn, professionalism and a passion for the sports industry
- Ability to thrive as part of a team, and build a team with shared values



Compensation & Administration

Peterborough Petes Internships are unpaid but may include bonuses, commissions and honorariums relevant to the position and term.

Interns are expected to keep a healthy work-life balance, and not bound by any limitations concerning time off. Interns are encouraged to maintain the schedule that best suits their needs, as well as the requirements of their post-secondary program.

The Petes will make any accommodations possible to suit the Intern and put them in the best position to succeed.

This position is available for each of the three traditional placement terms, including the Fall (September to December), Winter (January to April), and Spring/Summer (May to August).

Please submit a cover letter, resume, and references to hiring@gopetesgo.com referencing the position name in the subject line.