



Intern, Communication and Digital Media

Peterborough Petes Hockey Club

This is a unique opportunity to work in the sports and entertainment industry as a **Communication and Digital Media 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 prides themselves on being one of the top business departments in the Canadian Hockey League (CHL). Creativity and ambition 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 **Communication and Digital Media Intern** is a highly motivated member of the Peterborough Petes Business Operations department. The **Intern** is supervised by the **Manager of Communication** 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 eye for content creation and will be able to spot trends and opportunities for engaging digitally.

The Intern is responsible for creating and distributing content, including photo, video, written, and other media, to grow the Petes fanbase. In addition, the Intern will assist with the execution of marketing and event activations as needed.

The Petes are striving to make hockey a place in which everyone feels included and welcome. When we say "everyone", we mean everyone. We endeavour 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

- Assist in creating content, proactively and as directed, to build and tell the story of the Peterborough Petes, with a focus on the specific audiences that will consume the content, including through:
 - Feature stories
 - Video storytelling
 - Photography
 - Infographics
 - Game recaps
 - Post game highlight packs
 - Social media trends (memes, gifs, etc.)
 - Other media as desired
- Assist with the maintenance of all digital media platforms (including social media, www.chl.ca/ohl-petes, e-newsletters, etc.) by setting and following specific strategies, responding to all inquiries, and engaging fans and members of the various team communities
- Assist in the game day set up and tear down in conjunction with the other departments
- Complete graphic design and other media production at the request of the Manager of Communication, using templates to ensure a consistent and brand-directed look for the Petes, with projects potentially including:
 - Print materials such as posters, flyers, brochures, tickets, programs, etc.
 - Web design content
 - Social Graphics
 - Videos and Film
 - Motion Graphics
 - Sponsor graphic content
 - Building and sending e-newsletters
 - Other duties, tasks, and special projects as requested
- Assist in planning, executing, and hosting media events including press conferences
- Attend team functions either in person or virtually (i.e. through away game broadcasts), including practices, games, community events, and other initiatives, to maximize marketing reach
- Build positive, trusting relationships with hockey operations, business operations, and other key stakeholders to provide stakeholders with the most relevant information and best serve as a “voice of the Petes”
- Assist with the execution of game and community event activations to increase revenue and fan engagement
- Other duties as required



Qualifications and Requirements

- Working toward the completion of a post-secondary degree or diploma
- Must be willing and able to work in-person at the Peterborough Memorial Centre
- Must be able to work evenings and weekends, including **all** Peterborough Petes Home Games during your designated internship period, along with various community events
- 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 the Adobe Suite (specifically including Photoshop, InDesign, Premiere, and Illustrator)
- Excellent communication skills, and a particularly keen eye for perfection in marketing communication
- A contagious, positive attitude
- 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
- A valid G-class driver's licence, insurance, and clean driving record
- 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, commission and honorariums relevant to the position and term.

Interns are expected to keep a healthy work-life balance, and not bound by any limitations with respect to 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 eebenbauer@gopetesgo.com referencing the position name in the subject line.