



Brantford Bulldogs Production Internship

Internship Description:

The participant will work under the direction of the Director of Operations and assist in the game day presentation within the production department, such as content creation, switching, scripting and developing game day elements and sequences. The intern will obtain various skills as we strive to provide a multi-faceted immersive fan experience.

Term:

The ideal timeline would be for a student to commit to 20 hours (on average) per week from September to April and be able to attend all Brantford Bulldogs home games.

Responsibilities:

- Assist in the logistical planning of the game day script
- Research latest trends to enhance the fan experience and sports entertainment
- Participate and contribute in various inter-departmental meetings
- Collaborate on in-game elements, such as video and audio content
- Execute various production roles, specific to a live hockey game (ex: switching, audio configuration, videoboard control, camera operation, packaging replays, etc.)
- Assisting with the creation and scheduling of various content pieces
- Provide game-related social media updates (home and away games)
- Assist with corporate fulfilment and proof of performance
- Perform other duties as assigned.

Qualifications:

- An enrolled undergraduate or graduate level student pursuing a degree in broadcast, marketing, sport management, business or other creative industry related program
- Strong creative, organizational, written, and verbal communication skills
- Knowledge of broadcast equipment and programs
- Knowledge of Microsoft and Adobe programs
- Experience using multiple social media platforms
- Experience with Sprout Social and other social media insights considered an asset

- Experience in sports and/or production preferred, but not necessary
- Knowledge of hockey
- Ability to problem solve under pressure
- Ability to work flexible hours including nights, weekends, and holidays

What will you learn?

- Fan engagement principles
- Content creation across multiple platforms and mediums
- Social media and content analysis
- Marketing strategizing and influencing
- Following both short and long term branding guidelines
- Skills for both recorded and live productions
- Graphic design principles
- Teamwork and collaboration within a hockey setting

Note: Internships with the Brantford Bulldogs are available for current post-secondary students who require Intern or Co-op placement hours for the completion of their accredited post-secondary degree or diploma program. There is an opportunity to receive an honorarium upon completion of an internship.