



Brantford Bulldogs Communications Internship

Job Description:

The participant will work under the direction of the Communications Manager and assist in all activities related to media relations and community relations.

Term:

The ideal timeline would be for a student to commit 20hrs per week from September to March. If a full 7- month internship is not possible, we will consider 4-month placements as well.

Objective/Goals:

The intern will obtain various skills as we strive to provide hands-on day to day experience in a sports organization. We take great pride in coaching and mentoring our interns and have seen a number of them accept full time positions after completing school.

Responsibilities:

- Planning community and partner related strategic communications
- Work with media and scouts on game nights
- Setup and manage press box
- Compiling statistics for game packs and media notes
- Assist marketing with social media and promote brand development
- Assist with updates for website and social media – feature player articles
- Assist with local media to arrange interviews with Bulldogs players/coaches
- Create ideas to enhance media coverage (Audio, TV, Podcasts)
- Represent Bulldogs at community appearances
- Perform other duties as assigned.

Qualifications:

- An Enrolled undergraduate or graduate level student pursuing a degree in communications, broadcasting or related field
- Strong creative, organizational, written and verbal communication skills
- Knowledge of Microsoft Word, Excel and PowerPoint
- Basic understanding of Photoshop is an asset
- Experience in sports and/or retail preferred, but not necessary
- Ability to problem solve under pressure
- Ability to work flexible hours including nights and weekends

What will you learn?

- Fan engagement principles

- Email marketing
- Driving a social media strategy and helping to develop a voice and tone.
- Photoshop, inputting information and outputting graphics in different formats, some image editing
- Developing a social content calendar
- Understanding of specific analytical information and how to use it.
- Construct unique ideas while working towards business objectives directly with internal groups including Ticket sales, corporate, content and game-day.
- How to interact with customers on game nights, including assisting with in-game activations/receptions and pre and post-game fan experiences
- Learn how to provide excellent customer service via all portals of communication including phone, email, and face-to-face meetings.

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.