



Brantford Bulldogs Marketing Internship

Internship Description:

The participant will work under the direction of the Marketing Coordinator and assist in the day-to-day operations within the marketing department, such as content creation, social media management and developing game day elements. The intern will obtain various skills as we strive to provide a multi-faceted fan engagement marketing structure.

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 organization's marketing plan
- Research latest trends to enhance the fan experience
- Participate and contribute in various inter-departmental meetings
- Collaborate on in-game elements
- Assisting with the creation and scheduling of various content pieces
- Ensure an active and relevant social media presence
- Provide game-related social media updates (home and away games)
- Editing content for both internal and league use
- Administrative tasks such as archiving images and content
- Documenting corporate fulfilment and proof of performance
- Perform other duties as assigned.

Qualifications:

- An enrolled undergraduate or graduate level student pursuing a degree in marketing, sport management, business or other creative industry related program
- Strong creative, organizational, written, and verbal communication skills
- 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.