

BRAMPTON STEELHEADS

HOCKEY CLUB



Company: Brampton Steelheads Hockey Club

Job Title: Digital Communications & Social Media Intern

Start Date & End Date : January 4, 2027 - March 19, 2027

Term: 4 months

Location: CAA Centre – 7575 Kennedy Rd S, Brampton, ON L6W 4T2

Contact: Sydney Vanderburg (Coordinator, Social Media & Community Relations)

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Website: www.bramptonsteelheads.com

Brampton Steelheads Company Description:

The Brampton Steelheads are a community driven organization, committed to producing a competitive, fun, entertaining, and family oriented on-ice product in a positive environment where staff, players, partners and fans are treated with profound respect. Playing in the Eastern Conference of the Ontario Hockey League, the Steelheads are a junior hockey team that plays out of the CAA Centre, formerly known as the Hershey Centre.

Job Description:

We are currently seeking individuals who are passionate about sports and eager to gain hands-on experience in digital media and communications. As a member of the Steelheads team, you will be involved in the day-to-day social media and communications operations of the organization, supporting platform management, content scheduling, community engagement, and digital campaign execution. Responsibilities will include managing posting cadences across multiple platforms, writing copy, monitoring analytics, supporting email marketing, and contributing to various communications initiatives as required. This is an **unpaid internship** completed for academic credit and provides valuable experience within a fast-paced sports organization.

Job Duties:

- Assist in managing and scheduling content across the Brampton Steelheads' social media platforms leading up to and throughout the 2026–27 OHL season, including Instagram, TikTok, X, Facebook, and YouTube
- Assist in writing captions, copy, and messaging that aligns with the team's brand voice across all digital channels
- Support community engagement across social media platforms, including responding to comments, monitoring mentions, and fostering fan interaction
- Assist in capturing game day and event content on mobile for use across social media platforms
- Support the tracking, compiling, and reporting of social media analytics and monthly content performance
- Assist with email marketing campaigns, newsletter content, and website copy updates as required
- Contribute to brainstorming and developing content ideas aligned with team campaigns, promotions, and key moments throughout the season
- Support the communications team in the planning and execution of Brampton Steelheads game day operations from a social media perspective

Position Requirements:

- Candidates must be completing the internship as a requirement of a post-secondary academic program
- Available Monday through Friday, as well as for Brampton Steelheads home and away games
- Currently enrolled in a Communications, Media Studies, Marketing, Journalism, or related program
- Strong written and verbal communication skills with a clear understanding of brand voice and tone
- Demonstrated experience managing or contributing to social media platforms, including Instagram and TikTok
- Comfortable capturing content on mobile devices in a fast-paced live event environment
- Familiarity with Adobe Creative Suite is an asset; experience with Canva or CapCut is considered an asset
- Experience with a camera or photography is considered an asset
- Strong attention to detail and organizational skills
- Demonstrated commitment to professionalism, integrity, and hard work
- Ability to work effectively both independently and within a team environment
- Strong problem-solving skills and a proactive attitude
- Ability to work in a hybrid office environment
- Expected to attend all Brampton Steelheads home games
- This is an **unpaid internship** completed for academic credit

*PLEASE NOTE THAT WE ARE FOLLOWING A HYBRID WORK MODEL, WHICH INCORPORATES A MIXTURE OF IN-OFFICE AND REMOTE WORK

SUBMIT APPLICATION TO svanderburg@bramptonsteelheads.com **by October 23rd 2026**

