

BRAMPTON STEELHEADS

HOCKEY CLUB



Company: Brampton Steelheads Hockey Club

Job Title: Merchandise & Retail Operations Internship

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: Gabriel Minichiello (Senior Manager, Corporate Partnerships & Business Development)

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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 the industry. As a member of the Steelheads team, you will be involved in the day-to-day retail and merchandise operations of the organization, supporting both our in-arena and online merchandise efforts. Responsibilities will include assisting with inventory management, merchandise sales, order fulfillment, retail displays, game day merchandise operations, e-commerce support, and contributing to various fan engagement and business 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 day-to-day merchandise and retail operations leading up to and throughout the 2026–27 OHL season, including in-arena and online sales initiatives
- Support inventory management processes, including stock tracking, replenishment, and organization of merchandise
- Assist with the setup, maintenance, and execution of retail displays in the team store and at select retail locations
- Support e-commerce operations, including order fulfillment, product uploads, and basic online store maintenance
- Contribute to merchandise design and ideation, including brainstorming new product concepts, assisting with creative development, and supporting seasonal or promotional merchandise planning
- Assist with merchandise sales during select team events and retail activations
- Contribute to fan engagement initiatives through retail activations, promotions, and in-arena experiences
- Support the planning and execution of retail operations, including setup, execution, and breakdown of merchandise displays and activations

Position Requirements:

- Must be completing the internship as part of a post-secondary academic program and eligible to receive academic credit
- Available Monday to Friday, with flexibility to support occasional events or retail activations as required
- Strong attention to detail with excellent organizational and time management skills
- Demonstrated professionalism, integrity, and strong work ethic in a fast-paced environment
- Excellent verbal and written communication skills
- Ability to work independently with minimal supervision, as well as collaboratively within a team setting
- Strong problem-solving skills with a proactive, solutions-oriented mindset
- Passion for merchandise, clothing, fashion, and retail product development considered an asset
- Interest in merchandise design, creative development, and retail product ideation considered an asset
- Comfortable using design tools such as Adobe Photoshop, Canva, or similar platforms to bring creative concepts to life
- Comfortable communicating with customers and stakeholders via email, phone, and in-person interactions
- Proficient in Microsoft Office Suite, including Word, Excel, Outlook, and PowerPoint
- Able to work in a hybrid environment, balancing in-office and remote responsibilities as required
- 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 gminichiello@bramptonsteelheads.com **BY OCTOBER 23RD 2026**