



Sarnia Sting Hockey Club
1455 London Road
Sarnia, ON
N7S 6K7

JOB TITLE	Social Media Lead - Game Day Intern (Volunteer)
REPORTS TO	Coordinator, Marketing & Community Engagement

JOB PURPOSE

The Social Media Lead plays a key role in capturing and showcasing the excitement of Sarnia Sting game days across all digital platforms. This position is ideal for a creative, social media-savvy individual with a passion for hockey, digital storytelling, and fan engagement.

Working closely with the Coordinator, Marketing & Community Engagement, the Social Media Lead Intern will take the lead on real-time coverage of home games, creating and publishing content that reflects the energy of the team, engages fans, and aligns with the Sting's brand voice. This role offers hands-on experience in live content creation, digital marketing, and sports media — providing valuable insight into the fast-paced world of professional sports communications.

DUTIES AND RESPONSIBILITIES

- Lead in-game social media coverage across platforms such as Instagram, X (Twitter), Facebook, and TikTok.
- Capture live photo and video content that highlights key moments, fan engagement, and behind-the-scenes access.
- Post real-time updates including score changes, goal celebrations, and promotional activations.
- Collaborate with the Game Day Intern Team and Marketing staff to ensure cohesive messaging and branding.
- Monitor social media channels during the game, engaging with fans and responding to mentions or messages as needed.
- Assist with post-game content such as final score graphics, highlight recaps, and player features.
- Stay up to date on current trends and suggest creative ideas to elevate the Sarnia Sting's social media presence.
- Support other marketing and fan experience initiatives as assigned.

QUALIFICATIONS

- Preference will be given to those who have completed one year of the **Sarnia Sting Game Day Intern Program** or similar sports/event experience is strongly preferred.
- Solid understanding of major social media platforms including Instagram, TikTok, X (Twitter), and Facebook.
- Confident using mobile devices and apps to capture, edit, and publish high-quality content in real time.
- Familiarity with current social media trends, especially in the sports and entertainment space.
- Ability to work in a fast-paced, live-event environment with strong attention to detail.
- Comfortable working evenings, weekends, and holidays during Sting home games.
- Experience with Adobe Creative Suite, or mobile editing tools is considered an asset.
- Passion for hockey, digital storytelling, and fan engagement.
- Creative, dependable, and collaborative with strong communication skills.

WORKING CONDITIONS

This position requires regular evening and weekend work, as dictated by the Sarnia Sting home calendar for the season. The internship program is an excellent way to fulfill volunteer hours and gain first-hand experience in the sport industry.

TO APPLY

To apply, please email your resume and a cover letter (both in PDF format) to marketing@sarniastings.com or apply to [2026-27 Internship Program Application Form](#). Be sure to highlight your relevant experience and why you're a great fit for the role. Applications are due by September 4th.

The Sarnia Sting Hockey Club is an equal opportunity employer. All aspects of employment, including the decision to hire, promote, discipline, or discharge, will be based on merit, competence, performance, and business needs. We do not discriminate based on race, colour, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status, or any other status protected under law.
