

To be completed by the HIRING MANAGER and reviewed with the HUMAN RESOURCES MANAGER. The purpose is to provide details on the functions and responsibilities of the position along with the ideal qualifications and competencies.

POSITION TITLE:	TICKETING & SALES INTERN	REPORTS TO:	SR.MANAGER, TICKETING
DEPARTMENT:	TICKETING OPERATIONS	DIRECT REPORTS	NA
LOCATION:	VICTORIA	COMPANY:	WEST COAST HOCKEY

POSITION SUMMARY

The Victoria Royals are seeking a motivated and results-driven **Ticket & Sales Intern** to support the ticketing department in driving revenue through outbound sales efforts and group bookings.

Working closely with the Sr. Manager, Ticketing and supporting the **Manager, Group Experiences & Community Engagement**, this role will focus on lead generation, client outreach, and assisting with the execution of group ticket initiatives. This is a hands-on opportunity for individuals looking to gain experience in sports sales and business development within a professional sports environment.

This role requires strong communication skills, confidence in client interactions, and a willingness to engage in high-volume outreach. Flexibility to work evenings, weekends, and occasional community events is required.

KEY RESPONSIBILITIES

Sales & Lead Generation

- Conduct outbound calls to prospective clients to generate new leads and ticket sales opportunities.
- Actively engage in cold calling, building excitement around Victoria Royals games and group experiences.
- Maintain detailed daily call sheets to track outreach activity, engagement, and pipeline progress.
- Follow up on leads and inquiries to convert prospects into group bookings.
- Assist in identifying and targeting new sales opportunities, including schools, businesses, sports teams, and community groups.

Group Sales & Client Support

- Assist in developing customized group ticket packages tailored to client needs.
- Support the coordination of group bookings and experiences, ensuring a high level of service.
- Serve as a supporting point of contact for group leaders and clients throughout the sales process.
- Help fulfill group-related assets and experiences tied to ticket purchases.

Group & Community Support

- Assist in coordinating group-related initiatives and community partnerships.
- Attend select community events to support ticket sales initiatives and promote upcoming games.
- Work collaboratively with ticketing and marketing teams to support group engagement efforts.
- Contribute to ticket sales campaigns through research, outreach, and execution support.
- Assist in promoting group ticket initiatives and special offers.
- Support grassroots efforts aimed at increasing attendance and generating new leads.

Qualifications & Skills

- Strong interpersonal and communication skills with a customer-first mindset.
- Highly organized with the ability to multitask in a fast-paced environment.
- Energetic, outgoing, and comfortable engaging with large groups of people.
- Team-oriented with a willingness to take initiative and assist wherever needed.
- Passion for sports, entertainment, and community engagement is a strong asset.

TECHNICAL SKILLS AND REQUIREMENTS

- Pursuing a degree or diploma in **Communications, Sales or Sports Management or related field**.
- Proficiency with Microsoft Office (Word, **Excel**, and PowerPoint) is required.
- Confident in sales outreach over the phone and email.
- Data entry accuracy and database maintenance.
- Account creation, ticket transfers, and package management (season tickets, flex packs, group sales).

LOGISTICAL REQUIREMENTS

- Must be available to work **weekends**.
- **In office role**.
- Must be able to travel to events across **Greater Victoria and Vancouver Island**.
- Valid driver's license is considered an asset.

Compensation & Internship Details

- This is an **unpaid internship**
- Eligible for **volunteer hours and/or academic credit**, where applicable
- Potential opportunity to **extend the internship into the hockey season or future employment**, based on performance and organizational needs

This is an in-person, located at Save-On-Foods Memorial Centre. The expected work hours range from 20-30 hours per week, with flexible scheduling to accommodate both academic commitments and business requirements.



TICKETING & SALES INTERN
JOB DESCRIPTION
DIVISION: WEST COAST HOCKEY
UPDATED: APRIL 2026

For the Ticketing & Sales internship email your resume and cover letter to Justin.Samra@victoriaroyals.com
Include your name, email, and phone number to best contact you at.