



COMMUNITY & FAN ENGAGEMENT INTERN

JOB DESCRIPTION

DIVISION: WEST COAST HOCKEY

UPDATED: APRIL 2026

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:	COMMUNITY & FAN ENGAGEMENT INTERN	REPORTS TO:	Manager, Group Experiences & Community Engagement
DEPARTMENT:	TICKETING OPERATIONS	DIRECT REPORTS	NA
LOCATION:	VICTORIA	COMPANY:	WEST COAST HOCKEY

POSITION SUMMARY

The Victoria Royals are seeking a motivated and energetic **Community & Fan Engagement Intern** to support the execution of community initiatives, group experiences, and fan engagement activations throughout the summer.

Working closely with the **Manager, Group Experiences & Community Engagement** and the **Coordinator, Live Entertainment & Fan Engagement**, this role will play a key part in representing the Royals brand across Greater Victoria and Vancouver Island. This is a hands-on, event-driven position ideal for someone looking to gain experience in sports, marketing, and community relations.

This role requires a high level of enthusiasm, professionalism, and flexibility, including availability during evenings and weekends, and the ability to travel to community events.

KEY RESPONSIBILITIES

Community Events & Outreach

- Assist with planning, coordination, and execution of community appearances, festivals, and local events.
- Represent the Victoria Royals brand in a positive and professional manner at all activations.
- Travel to community events across Greater Victoria and Vancouver Island.
- Support setup and teardown of event activations, including tents, signage, promotional materials, and interactive elements.
- Engage with fans, families, and community members to create memorable experiences.
- **Work alongside the team mascot at community events, acting as a handler to support appearances, manage crowd interaction, and ensure a safe and engaging fan experience.**

Fan Engagement & Activations

- Support the execution of fan engagement initiatives, including contests, giveaways, and interactive experiences.
- Assist with grassroots marketing efforts aimed at growing the Royals fan base.
- Help manage on-site promotions, including prize distribution and fan participation.

- Contribute ideas to enhance fan experience both in the community and at games.

Group & Community Support

- Assist in coordinating group-related initiatives and community partnerships.
- Help with logistics for school visits, minor hockey events, and charitable appearances.
- Support the tracking of community engagement metrics and event participation.
- Work collaboratively with ticketing and marketing teams to support group engagement efforts.

Qualifications & Skills

- Currently enrolled in or recently graduated from a program in **Marketing, Communications, Sport Management, or a related field.**
- 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 Marketing.
- Experience or proficiency in using social media as a professional medium.
- Experience with or willingness to learn Adobe Creative Suite or preferred editing software.
- Comfort with recording and editing on the fly for live events.
- Proficiency with Microsoft Office (Word, Excel, and PowerPoint) is required.

LOGISTICAL REQUIREMENTS

- Must be available to work **evenings and weekends.**
- Must be able to travel to events across **Greater Victoria and Vancouver Island.**
- Ability to lift and transport event materials (up to ~30 lbs).
- 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 10 to 25 hours per week, with flexible scheduling to accommodate both academic commitments and business requirements.



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APPLICATION PROCESS

For the Community & Fan Engagement intern email your resume and cover letter to mia.reeves@victoriaroyals.com. Include your name, email, and phone number to best contact you at.