

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:	SALES INTERN	REPORTS TO:	SENIOR MANAGER, TICKETING
DEPARTMENT:	TICKETING	DIRECT REPORTS	JUSTIN SAMRA
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 Ticketing team, 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.

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.

COMPETENCIES

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 to 30 hours per week, with flexible scheduling to accommodate both academic commitments and business requirements.

APPLICATION PROCESS:

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