

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:	MARKETING & CONTENT INTERN	REPORTS TO:	MARKETING COORDINATOR
DEPARTMENT:	MARKETING	DIRECT REPORTS	N/A
LOCATION:	VICTORIA	COMPANY:	WEST COAST HOCKEY

POSITION SUMMARY

Throughout this experience you will assist with creating content for the Royals' social media channels on game days. Key responsibilities include supporting social media planning, pitching, creating and executing new content ideas to keep game day content fresh and exciting. On game days they will be responsible for telling the story of the game by capturing the fan experience, goal clips, giveaways and more. Additionally, they will provide social media support during community, Junior Royals and Hockey Canada Hub events; help enhance the team's digital presence and gain hands-on experience in photography.

KEY RESPONSIBILITIES

- Support the creation of content for the Royals' social media calendar across all accounts, including Facebook, Twitter, Instagram, LinkedIn, TikTok, etc.
- Plan, pitch, create and execute new content ideas to keep game day content fresh and exciting.
- Capture content of Jr. Royals and Hockey Canada Hub practices/events for social channels.
- Assist with or learn basic photography skills during game days and practices.
- Provide social media support during live events and community engagements.
- Take the opportunity to grow the Royals' digital presence during practices and non-game days.
- Perform other duties and opportunities as assigned to support the team's digital media and communications efforts.

COMPETENCIES

CULTURAL SKILLS AND REQUIREMENTS

- Strong passion for sports and entertainment.
- Interest in social media marketing with a friendly and approachable demeanor.
- Excellent attention to detail, organization skills and time management skills.
- Proven communication and writing skills.

TECHNICAL SKILLS AND REQUIREMENTS

- Pursuing a degree or diploma in Business, Communications 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

This is a hybrid position located at Save-On-Foods Memorial Centre. The expected work hours range from 10-25 hours per week, with flexible scheduling to accommodate both academic commitments and business requirements. It is a requirement of the position that candidate is available to be on-site for all Royals home games, two hours prior to puck drop. Prep, editing and additional tasks assigned may be completed remotely.

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.

For the Marketing & Content Volunteer position email your resume and cover letter to mia.reeves@victoriaroyals.com Include your name, email, and phone number to best contact you at.