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## SWSE Internship: Group Sales

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**Department:** SWSE Sales (Wolves, Spartans, Five & Live Events)

**Reports to:** SWSE Sales Manager

### Summary:

If you are ready to bring game-changing ideas to life and join a community that values bold ideas, professional growth, and employee wellness, we want you on the SWSE team.

The SWSE team delivers the best sports entertainment to Northeastern Ontario with the Wolves, the Five and the Spartans as well as our Out of Home advertising platforms. We are looking for innovative team players ready to take the most well-known entertainment brands in the city to the next level.

Working closely with the sales team, this position will be responsible for generating revenue through a multitude of revenue generating platforms.

### Responsibilities:

- Work to meet and exceed all revenue and ticket sales goals assigned by Sales Manager;
- Assist and participate in the selling of group tickets to clients with key and group leaders, particularly to schools, minor sports, nonprofits, community groups and clubs;
- Working within a team environment to achieve marketing and sale objectives;
- Execute industry best practice sales and service techniques with guidance from the Sales Manager;
- Use new technology capabilities including the use of online ticket lines and codes as well as other additional avenues and tools to help increase ticket numbers;
- Effectively manage and track all sales, inventory adjustments, activity, plus client and prospect interaction and attempted interaction through the CRM software;
- Prospecting and cold calling to obtain sales with new and established clients;
- Coordinate with the marketing department to activate game night experience packages during the game and service these clients, including coordination of national anthem, mini game, practice programs, etc. programs;
- Coordinate with the marketing department for players appearances that may be included in the packages sold;
- Effectively work select SWSE related events including but not limited to sales tables, hosting prospects, strengthening relationships, providing excellent customer service, and much more;
- Assist in the preparation of sales proposals and presentations;
- Assist with the creation and editing of all sales decks, and SWSE Out of Home advertising;
- Assist with other duties as required or assigned by sales, marketing, and communication staff with tasks as needed;





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### Qualifications:

- Working towards the completion of a post-secondary degree;
- Education or experience in Sport Management, Marketing, Communications, Business, or other related field is an asset;
- Ability to build rapport and create quality relationships;
- Strong presentation, negotiation, time management, and organization skills;
- Ability to work in a fast-paced environment and meet deadlines;
- Ability to work independently and as part of a team environment to achieve goals;
- Excellent work ethic, communication skills, strong attention to detail, and an ambition to learn and improve;
- Proficiency and knowledge of Microsoft Office programs;
- Proficiency, or interest in database management and Adobe Acrobat is an asset;
- Professionalism and a passion for the sport industry;
- Ability to work flexible hours.

### Commitment:

- A minimum of 35 hours/week during standard office hours
- In addition to working long and unpredictable hours on weekdays, weekends, and holidays as needed.

Sudbury Wolves Internships are unpaid; however, the Group Sale position presents the opportunity for the intern to earn commission based on sales performance.

This position is available over three school placement terms, including the Fall (September to December), Winter (January to April), and Spring/Summer term (May to August).

**Interested candidates are encouraged to submit their resume and a short-written response summarizing their interest in the role and ambitions to [info@swse.ca](mailto:info@swse.ca). Please also indicate the term interested in. Applications for the Fall term are now being accepted until July 26th.**

### ABOUT SWSE:

SW Sports & Entertainment (SWSE) is the organizational structure of the company including the Sudbury Wolves Hockey Club, the Sudbury Five Basketball Club, the Sudbury Spartans Football Club, Out of Home Sudbury Advertisement, the Food & Beverage organization that serves events at the arena and the promotion company that seeks to attract live shows and events. In the spring of 2017, SWSE welcomed the Sudbury Spartans Football Club to the family and most recently, in May of 2018, the Sudbury Five Basketball team which just completed its inaugural season in the NBL Canada.

