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## SWSE Internship: Marketing & Communications

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

**Reports to:** SWSE Marketing 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.

The successful intern(s) tasks will range specifically in the development, activation, and initiation of marketing and communication initiatives for all three sport properties.

### Responsibilities:

- Assist in the development of content for all teams' communication platforms
- Assist in managing social media communication on Facebook, Twitter, and Instagram;
- Assist with game day social media communication during both home and away games;
- Writing detailed game day notes for the media;
- Assist with writing articles for team websites;
- Assist with general media and community relations;
- Assist with the creation and preparation of digital emails;
- Research potential marketing and sponsorship opportunities;
- Development of event specific communication and marketing plans;
- Assist and support all staff with tasks as needed;
- Assist with other duties as required or assigned.

### 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;
- Strong 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;





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- Proficiency and knowledge of social media and Microsoft Office programs;
  - Proficiency, or interest in Graphic programs (specifically Photoshop, InDesign, or other Creative Cloud programs) 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, an honorarium may be awarded at the end of term relevant to the position.

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.

