



## SWSE Internship: Community Relations & Promotions

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

**Reports to:** SWSE Marketing Manager

**Location:** Sudbury Office – Not Remote

### Summary:

If you are ready to entertain the City of Sudbury and bring smiles to everyone's face through game-changing ideas, we want you on the SWSE team. Join an organization that values bold ideas, professional growth, and employee wellness.

The SWSE team delivers the best sports entertainment in Greater Sudbury with the Wolves, the Five, the Spartans, and the Cyclones. We are looking for innovative team members ready to take the best entertainment brands in the city to the next level.

The successful intern(s) will collaborate closely with various internal and external departments which include, marketing, communications, event operations, sales, game day broadcast, and game day volunteers. Intern tasks will range specifically in the development, activation, and execution of community events and game day promotions/activities for all three sport properties.

### Responsibilities:

- Assist in all areas of Sudbury Wolves, Sudbury Five, and Sudbury Spartan events;
- Assist and coordinate the execution of game-day activities and activations including setup and teardown with all organizations and participating employees;
- Assist with coordinating in-game presentations;
- Assist the execution of event sponsorship marketing & promotion plans;
- Assist with team and player communications for game day and community events;
- Assist all staff including events, community programming, marketing, communications, and volunteer management with tasks as needed;
- Assist in the collaboration and execution of Hockey and Basketball camps to ensure all aspects of the camp are well organized and executed properly;
- Represent Wolves, Five, and Spartans on-site throughout the community as required;
- Assist on-site at all Wolves, Five, and Spartans events;
- Assist with other duties as required or assigned.
- Assist with social media sponsorship promotion on Facebook, Twitter, and Instagram;
- Assist with writing articles for team websites;
- Assist with the creation and preparation of digital emails;
- Research potential community presents, marketing and sponsorship opportunities;
- Assist with season ticket communication as required;
- Assist with other duties as required or assigned.

**SW SPORTS AND ENTERTAINMENT INC.**

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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;
- 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 and interpersonal skills, strong attention to detail, and an ambition to learn and improve;
- Proficiency and knowledge of Microsoft Office programs;
- 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).

### Next Steps:

**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 June. 17th.**

### 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.

