



## SWSE Internship: Marketing & Communications

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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) 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;

**SW SPORTS AND ENTERTAINMENT INC.**

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- Excellent work ethic, communication skills, strong attention to detail, and an ambition to learn and improve;
- 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).

**All those interested are encouraged to submit their resume and a short-written response, summarizing your interest in the role and ambitions to: [info@swse.ca](mailto:info@swse.ca)**

**Please also indicate the term interested in. We thank all applicants for their submission, however only those moving forward in the process will be contacted.**

### **About SWSE:**

SW Sports & Entertainment (SWSE) is a vibrant, innovative organization that boasts a wide array of thrilling entities. This includes the Sudbury Wolves Hockey Club, Sudbury Five Basketball Club, Sudbury Spartans Football Club, Sudbury Cyclones Soccer Club, Greater Sports Branded Apparel, Out of Home Sudbury Advertisement, SW Food & Beverage and our promotions company. Our mission is rooted in bringing world-class sports, entertainment, and events to the Greater Sudbury region. We pride ourselves on providing unforgettable experiences to our fans and the community. As a part of the SWSE team, you'll have the opportunity to thrive in a fast-paced, exciting environment. Our organization offers endless potential for growth and professional development, working alongside a team of talent!

