



SWSE Internship: Ticket Services & Group Sales

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

Reports to: SWSE Group Sales & Ticket Services Representative

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.

Working closely with the Group Sales & Ticket Services Rep, marketing team, and sales team, this position will be responsible for generating revenue, developing, and maintaining relationships.

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;
- 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;

SW SPORTS AND ENTERTAINMENT INC.

240 Elgin Street, Sudbury, Ontario, P3A 5N8

Office: (705) 675-7973 W: www.swse.ca | E: info@swse.ca





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, an honorarium may be awarded at the end of the 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

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!

SW SPORTS AND ENTERTAINMENT INC.

240 Elgin Street, Sudbury, Ontario, P3A 5N8

Office: (705) 675-7973 W: www.swse.ca | E: info@swse.ca

