

Digital and Marketing Internship Job Description



Organization: Cochrane Crunch Jr A Hockey Club

Department: Marketing and Digital

Reports to: Promotions and Communication Manager

Position: Part-Time Internship/Co-op

Location: Cochrane, ON. Tim Horton Event Centre

Number of Positions Available 2

Essential Duties & Responsibilities:

- Edit and post relevant video, photos, and audio content.
- Take lead in editorial Web and social media production.
- Assist in helping to market and elevate community hockey efforts
- Provide suggestions to management for improving customer experience across marketing platforms and internal processes
- Supporting marketing strategies to accomplish business objectives
- Sports writing (news pieces such as game recaps and player signing articles as well as feature pieces on our athletes and organization),
- Video production (pregame and postgame show and features on our athletes),
- Game broadcasting, graphic design (for website and social media and live game digital feed),
- Game photography.
- Presence at team social events
- Assist with planning and promoting organization events.

Hours/Time:

- Requires availability to work normal business hours, and game nights during the season on weeknights and weekends.
- Hours: Minimum 15-20 Hours
- August - April
- Must be able to arrange for transportation to and from The Tim Horton Events Centre in Cochrane ON.

Requirements:

- Must have solid knowledge of and interest in sports - a background in hockey is especially helpful.
- Ability to be successful working in a fast paced, loosely structured environment.
- Strong communication and interpersonal skills.
- Self-starter who can work independently with minimal supervision but also able to work effectively within a team environment.
- Experience working with/knowledge of new media practices and/or multiple media formats, text, video, audio, and photo
- Pursuing a degree in Journalism, Communications, Media, or related fields is preferred.
- Organization and attention to detail with ability to handle multiple tasks and take initiative.
- High ethical standards and a strong sense of confidentiality.

Benefits Of Crunch Internship

- Recognized For Digital and Promotional Work
- Opportunity To Travel on Designated Road Trips
- Gain Valuable Experience and Build Resume
- Recognized On Social Website as Team Digital and Marketing Intern
- Participation In Team Organization Events
- Receive Team Staff Apparel