



Marketing and Event Assistant – BCH YCW Internship

Canada's Sports Hall of Fame
169 Canada Olympic Road SW
Calgary, Alberta T3B 6B7

Length of internship: July 23-December 21, 2018

Hourly wage: \$15.50

Project Background:

Canada's Sports Hall of Fame is seeking the assistance of one intern to help with various events and marketing projects. This internship will provide excellent hands-on training in museum communications and marketing.

The intern will assist with the tasks below:

2018 Induction Celebrations - Media Conference, Gala and Fundraiser

- develop and manage a digital communication strategy
- draft and edit effective website and social media content
- schedule content for all social media platforms about the Class of 2018 inductees
- plan a large-scale fundraising event and media conference
- create communication materials for media – media advisory, media release, media kits
- disseminate information about the Class of 2018 to all media outlets and invite them to the national media conference on October 18, 2018 in Toronto, ON
- contact/manage all media requests
- promote the nationally televised broadcast on Sportsnet via social media, website and e-blasts
- track all media coverage
- compile social media and website analytics

Girls in Sport Project – Phase Two

- draft and edit effective website and social media content
- establish schedule for the release of the video content on all social media platforms and website
- disseminate video content on all social media platforms including Facebook, Twitter and YouTube
- disseminate video content nationally to all media, partners, and supporters (2,000+ organizations and contacts)
- engage with followers who comment on each platform
- compile all analytics related to the responses received from each post – impressions, increase in followers, re-posts, comments, etc.

CBC Gallery Exhibit Launch

- help prepare the media advisories, national media release, and media kits for the official exhibit unveil
- write content for the website and social media to help promote the new exhibit
- draft communications to stakeholders, sponsors and partners to help promote
- assist with creation of marketing materials using InDesign/Photoshop/Illustrator



Locker Room Gallery Exhibit Launch

- assist with creation of marketing materials using InDesign/Photoshop/Illustrator
- draft the media release to announce the opening of the new exhibit
- write content for the website and social media to help promote new exhibit
- track media coverage
- compile all social media and website analytics

Qualifications:

The successful candidate must be a graduate of a marketing and/or communications program within the last two years. The candidate must have a diploma or degree and must be between the ages of 18-30. Candidates must have good interpersonal skills and computer knowledge using MS office. Knowledge of InDesign/Illustrator/Photoshop is required.

Previous marketing and communications experience is required.

The position will be posted through numerous job sites including the Canadian Museums Association, Alberta Museum Association, Canadian Association for Sport Heritage listserve, and University job boards across Canada that have marketing and communications programs.

A total of four individuals will be shortlisted from the applications received. Interviews will be conducted by the Manager, Marketing and Communications. All candidates will be screened to ensure they meet YCW eligibility requirements before being interviewed and before hiring the chosen candidate.

Job Equity: Canada's Sports Hall of Fame is committed to the principle of equal opportunity. Applications are welcomed from individuals with a disability, women, visible minorities, Aboriginal people, and new Canadians.

Submit your resume and cover letter by June 18th in one document to:

Marina Montgomery
Marketing and Communications Manager
Canada's Sports Hall of Fame
Email: mmontgomery@cshof.ca
Deadline for applications: June 22, 2018