



Program stream: Young Canada Works at Building Careers in Heritage

Job title: Marketing & Brand Ambassador Intern – 1 position available

Job location:

Canada's Sports Hall of Fame
169 Canada Olympic Rd. S.W.
Calgary, Alberta, T3B 6B7
Canada

Hourly wage: \$16.00

Canada's Sports Hall of Fame (CSHoF) is seeking the assistance of one intern to assist with the launch and support of three new major national brand initiatives for Canada's Sports Hall of Fame. The new branding initiatives will all be part of our annual Induction festivities to be held in Toronto in October 2019. The intern will also assist with the marketing and communications related to two internal activities, Who's In the Hall Wednesdays and the opening of the Class of 2019 exhibit.

This internship will provide an excellent opportunity for hands-on training in marketing a national organization, helping to plan a major national event, public relations, media communications and sponsor and partner relations.

The Intern shall assist with the tasks below as noted for each initiative and project:

2019 Induction Festival, Order of Sport and People's Choice Award:

1. Oversee the event details related to the Induction festival to ensure all media, school students and participants are invited and attend the event. This will also include event follow-up.
2. Manage the creation of the content for the People's Choice Award including the compilation of photos and biographical materials related to the 8 individuals to be voted on. Prepare materials for all relevant formats for social media, and website. Intern will also oversee the public selection process and the announcement details of the winner.
3. Create and distribute media communication materials related to the three Induction events including media advisories, media releases, and media kits. Invite the media to attend the Induction Festival and track attendance. Set-up the media conference/Induction Festival, greet/register media and provide media kits, and assist with coordinating post-media conference interviews day of the event. Track media coverage and impressions post-event.
4. Class of 2019 Exhibit Launch (October-December 2019). Help draft the national media release to announce the opening of the new exhibit. Write content for the website and social media (including Throwback Thursdays) to help promote the new exhibit.
5. Who's In the Hall Wednesdays - CSHoF launched a new promotional event in Calgary on the first Wednesday of every month in 2019. We will have a special activity/guest and are open to the public for 4 hours with complimentary admission. To help update the marketing materials used to promote the event monthly. To increase visibility of CSHoF in the community. To help oversee and update the marketing process for promoting the event.



Additional tasks: Assist in marketing and communications-related tasks as required. Assist with guest services as required.

Qualifications: The successful candidate must be a graduate of a marketing and/or communications program within the past two years at the beginning date of the term. 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.

Basic French language skills an asset, but not required.

Internship term: Start date to be September 9, 2019. End date to be February 14, 2020. With two weeks unpaid vacation December 23, 2019 - January 3, 2020.

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.

Submission instructions and guidelines: Deadline for applications: August 12, 2019

Submit your cover letter and resume in one document as a PDF to:
Marnie Krell
Director of Communications
mkrell@cshof.ca

Please state in your application how you came across this job posting.

Applications without cover letters and not according to submission guidelines will not be considered.

Interviews will be conducted by the Director of Communications. All candidates will be screened to ensure they meet YCW eligibility requirements before being interviewed and before hiring the chosen candidate. A maximum of five candidates will be interviewed August 19-23, 2019.