



## Ringette Ontario Marketing & Communication Internship

Ringette Ontario is the Provincial Sport Organization for Ringette in Ontario. We are an athlete centric and value driven organization who oversees all ringette interests in the province.

Ringette Ontario delivers programming focusing on athletes, coaches, and officials' development and supporting sanctioned events through tournaments, league play and Championships.

Ringette Ontario is committed to a workforce that reflects the diversity of our country. We actively seek qualified individuals from equity seeking groups with demonstrated skills and knowledge to deal with all aspects of equity, diversity, and inclusion in a provincial team environment.

**Job Description:** Marketing & Communications Intern

**Reporting To:** Marketing & Communications Specialist

**Compensation:** Honorarium Per Month

**Application Deadline:** Tuesday July 18<sup>th</sup>, 2023

**Job Purpose:**

The Marketing & Digital Intern is responsible for assisting with the development and delivery of Ringette Ontario's internal/ external marketing and digital presence. The internship will run from September to December 2023 and most of the role will be remote, with opportunities to attend tournaments and events.

**Event Opportunities:**

- Come Try Ringette Events held between September & December (Dates TBD) – Approx. 3-4 times a month.
- AAA High Performance Events held between September & December (Dates TBD - held in October & December) – 1-2 times.
- Association Pre-Season Events/ Tournaments (Dates TBD – starting in October)
- Jr Worlds (virtual event coverage) – October 26<sup>th</sup>-30<sup>th</sup> 2023

**Primary Duties & Responsibilities:**

The specific responsibilities of the Marketing & Digital Intern are, but not limited to, the following:

- Work with Marketing Specialist to reach marketing and operational goals.
- Perform daily social media tasks such as creating content, monitoring social media platform,

creating graphics, etc.

- Lead marketing & communication initiatives for our CTR (Come Try Ringette) program & events.
- Create and curate content for all Ringette Ontario social media platforms (Instagram, Facebook, Tik Tok and Twitter) utilizing written features, graphics, and videos.
- Attend events, take pictures, and share live content on social media.
- Support Ringette Ontario's Marketing & Communication Specialist on overarching marketing & communication tasks; including but not limited to #WhyRingette campaign, #GameChangers campaign, sponsorship growth, etc.

**Qualifications, Knowledge, Skills & Abilities:**

- Enrolled in university or college program focused on sport management, business, or media with genuine interest in athletics and the sport industry or a recent (1-6 months) graduated from a university or collage program focused on sport management, business, or media with genuine interest in athletics and the sport industry.
- Possess strong organizational, communication and time-management skills.
- Working knowledge of Microsoft Office (Word, Excel), Canva and/or Photoshop.
- Experience with social media and management platforms such as Instagram, Facebook, Twitter and Tik Tok.
- Ability to work nights, weekends and some holidays is required.
- Prior experience in sports marketing and promotions is preferred.
- Ability to travel/ get to said events (for example – own car) is preferred.
- Ability to lift 50 pounds and stand for extended periods of time.
- Own laptop, phone & camera equipment is preferred.

**How To Apply:**

Interested applicants should send the following documents saved as one PDF file: cover letter, resume and an example of a graphic or social media post you have created in the past to Cassie Ferguson at [marketing@ringetteontario.com](mailto:marketing@ringetteontario.com).