



**INTERN, COMMUNICATIONS
(Commercial Department)**

- Positions Available:** **One (1) position – September 3rd to December 20th, 2013**
(Start and end dates are flexible)
- Compensation:** **Performance based honorarium awarded at end of internship term**
- Location:** **Richmond Hill, Ontario**
- Reports to:** **Director of Communications**

The Communications Intern for the Commercial Department will be responsible for assisting the Director of Communications in planning, organizing and executing organizational and event communications and promotions. The position will include writing, media management, media archiving and organization, liaising with internal and external stakeholders in a communications capacity and supporting event communications and management as required.

Please note that this position will require you to work various evenings and weekends throughout the term of the internship, and you will work longer hours leading up to and on event days. Some tasks will be administrative in nature. Other tasks will be operational and require you to travel off site (such as to a rugby pitch).

Responsibilities and Tasks may include, but are not limited to:

Event Communications & Promotions

- Assisting in developing communications and marketing plans for each event
- Writing ad hoc content for events and promotions
- Assisting in the preparation and delivery of various marketing materials and initiatives
- Assisting with social media campaigns; planning and writing (Twitter, Facebook, Instagram, etc.)
- Research and information generation: media, events, email lists, analytics, etc.
- Distribution of Rugby Canada media
- Assisting with sponsor communications when necessary

Media Services

- Writing and reviewing media
- Communicating with external media
- Building media contact lists
- Preparing media packages
- Archiving, digitizing and distributing media internally and externally
- Sending event related media releases to appropriate media contacts
- Coordinating media and photographer accreditation

- Managing photographer event registration

Game Day Roles/Fan Experience

- Assisting with volunteer management
- Assisting internal and external media, communications and broadcast teams
- Assisting with event social media and streaming
- Assisting with set up and execution of pre/post game and half time activations (i.e. kick for cash)
- Arranging food and beverages for media personnel on game/event days
- Manage media sign-ins and area(s) on game day
- Other ad hoc media tasks and services

Other duties as required

All applicants should have a valid driver's license. Access to a vehicle on a daily basis is considered a valuable asset, but is not required.

To Apply

Please send your resume and cover letter not later than **August 2nd, 2013** to:

Human Resources

Email: humanresources@rugbycanada.ca

Fax: 905 707 9707

SUBJECT: Communications Intern Application