



**INTERN, PROMOTIONS  
(Commercial Department)**

---

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

The Promotions Intern for the Commercial Department will be responsible for assisting the Coordinator, Promotions and Branding and Director, Communications in planning, organizing and executing event communications and promotions for each match in the lead up to the 2013 Men's Summer Series of fixtures.

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 of the tasks will be administrative in nature, while 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***

- Assist in developing a communications and marketing plan for each event, as well as writing ad hoc content for events and promotions
- Assist in the preparation and delivery of various marketing materials and initiatives
- Securing quotes and making recommendations for media buys and promotions
- Coordinate and assist with the creation of the event program and other promotional materials (i.e. posters, email blasts, etc.)
- Assist with social media campaigns (Twitter, Facebook, Pinterest, Instagram, etc.)
- Research and information generation in regards to media, events, email lists, analytics and other various areas within Communications and Promotions

***Media Services***

- Send all event related media releases to the appropriate media contacts
- Coordinate all media and photographer accreditation
- Manage photographer registration for the event
- Arrange food and beverages for the media and television personnel on game day
- Manage the media sign in and area(s) on game day
- Other ad hoc tasks within media services

***National Team Public Relations & Support***

- Integrate the Team schedules into the Master Event Schedule
- Help find PR opportunities for our National Team

***Game Day Roles/Fan Experience***

- Assist with volunteer management
- Assist the media, communications and broadcast team
- Assist with set up and execute any pre/post game and half time activations (i.e. kick for cash)

***Administration***

- Create an archive including video and still photographic images for each event
- Prepare shipments via Canada Post and/or FedEx
- Conduct research as required
- Fax, file and copy

***All other duties as required***

**All applicants should have a valid. Access to a vehicle on a daily basis considered a valuable asset, but not a requirement.**

**To Apply**

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

**Human Resources**

**Email:** [humanresources@rugbycanada.ca](mailto:humanresources@rugbycanada.ca)

**Fax:** 905 707 9707

**SUBJECT: Promotions Intern Application**