



**INTERN, NATIONAL PROGRAM COMMUNICATIONS
(Commercial Department)**

- Positions Available:** One (1) position – September 2nd to December 19th, 2014
- Compensation:** Performance based honorarium awarded at end of internship term
- Location:** Langford, BC – Canadian Rugby Centre of Excellence
- Reports to:** Coordinator, National Program Communications

The National Program Communications Intern for Rugby Canada's Communications Department will be provided with an opportunity to be mentored by and learn from the Coordinator, National Program Communications in planning, organizing and executing organizational and event communications and promotions related to Canada's Men's and Women's National Teams. The position will include media archiving and organization, liaising with internal and external media representatives in a communications capacity, supporting event communications as required and some production of written, video and social media content.

Please note that this position may require flexible availability to meet the needs of activities taking place during some evenings and weekends throughout the term of the internship. Some of the tasks will be focused on providing a professional learning experience in sport communications, while other tasks will be operational and require you to accompany staff and travel off site (such as to a rugby venue).

Learning outcomes may include, but are not limited to:

Event Communications & Promotions

- Assisting in developing communications and marketing plans for each event
- Writing content for Rugby Canada's website
- Assisting in the preparation and delivery of various marketing materials and initiatives
- Coordinating and assisting with the creation of event programs and other promotional materials (i.e. posters, email blasts, etc.)
- Assisting with social media campaigns; planning and writing (Twitter, Facebook, Instagram, etc.)
- Research and information generation: media, events, email lists, analytics, etc.
- Archiving and organization of Rugby Canada media

Media Services

- Archiving, digitizing and distributing media internally and externally
- Support the efforts of shooting, editing and uploading video highlights and replays
- Prepare media packages for press conferences
- Send all event related media releases to appropriate media contacts

- Coordinate media and photographer accreditation
- Assist in managing photographer event registration
- Assist in arranging hospitality for media personnel on game/event days
- Assist in managing media sign-ins and area(s) on game day
- Social media and web analytics

Game Day Roles/Fan Experience

- Assist with media management
- Assist internal and external media, communications and broadcast teams
- Assist with event social media and streaming
- Assist with set up and execution of pre/post game and half time activations (i.e. kick for cash)

Other duties as required

GUIDELINES FOR APPLICANTS

Position Details

- The position will offer professional development for an individual seeking a career in the sport media or communications domain.
- There will be times when the role may include opportunities to travel for additional learning experiences.
- This is definitely not a “nine to five” role. As noted above, evening and weekend expectations will arise but there is an opportunity for flexibility in the time demands of the position to coincide with academic requirements and / or other regular commitments.
- There will be times when additional experience in other departments may be earned as some other staff may call all upon the appointed person to support other duties as required.

Selection Criteria

- Due to the nature of the position dealing specifically with the demands of sports, sports media and rugby, some knowledge of the sport is considered a valuable asset.
- Strong written skills with attention to detail
- Strong understanding of Canadian and World rugby is considered a valuable asset
- Video shooting, editing and archiving abilities
- Strong knowledge of social media sites Facebook, Twitter, Instagram etc.
- Basic website upkeep and maintenance
- Demonstrated evidence of an ability to work independently without supervision but in accordance with documented policy and procedure guidelines.
- A record of working as a team member, as well as a history of performing in situations that require self-leadership and initiative.
- Computer literacy especially with spreadsheets, word processing and power point presentations and the ability to operate other software programs as necessary.
- Displays excellent time management and workplace co-operation skills.

To be considered for this position, all applicants must be currently enrolled in a degree / diploma program in a relevant field of study at a university / college institution or vocational school during the term of the internship.

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

To Apply

Please send your resume and cover letter not later than **July 30th, 2014** to:

Human Resources

Email: tsilverthorn@rugbycanada.ca

Fax: 250 386 3810

SUBJECT: National Program Communications Intern Application