



**INTERN – CORPORATE PARTNERSHIPS & PROMOTIONS  
(Commercial Department)**

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- Positions Available:** One (1) position – January 5<sup>th</sup> to April 30<sup>th</sup>, 2015
- Compensation:** Performance based honorarium awarded at end of internship term
- Location:** Richmond Hill, ON
- Reports to:** Manager, Commercial Sales and Coordinator, Corporate Partnerships

The continuation and growth of Corporate Partnerships is a vital requirement to support the operation and visibility of Rugby Canada and thus, its success. The Corporate Partnerships & Promotions Intern will be provided with an opportunity to be mentored by and learn from the Manager, Commercial Sales, Corporate Partnerships in the capacity of generating new and renewed corporate partnerships via successful planning and commercialization of all of Rugby Canada's various initiatives. The Corporate Partnerships & Promotions Intern will also have the opportunity to learn from other Commercial Department staff through exposure to various other projects and tasks.

**Learning outcomes may include, but are not limited to:**

***Sponsor & Partnership Servicing***

- Assist in developing sponsor deliverables work sheets,
- Assist with the delivery and fulfillment of contracts of existing sponsors and partners,
- Assist in identifying and proposing renewal terms to expired sponsor contracts,
- Assist the production of match day rights schedules for sponsors,
- Assist the production of post event sponsor reports,
- Prepare summaries of sponsors exposure through Rugby Canada social media,
- Provide ad-hoc sponsor request assistance,

***Marketing & Promotions***

- Assist in the preparation and delivery of various marketing materials and initiatives
- Securing quotes and making recommendations for media buys and promotions
- 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 Promotion
- Assist with volunteer management
- Help find PR opportunities for our National Teams
- Assist with set up and execute any pre/post game and half time activations (i.e. kick for cash)
- Conduct research as required

All other duties as required.

## GUIDELINES FOR APPLICANTS

### *Position Details*

- The position will offer professional development for an individual seeking a career in the sport marketing, sales and sponsorship or corporate partnerships 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 sport marketing and sponsorship, some knowledge of the sport landscape is considered a valuable asset.
- 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 **November 7<sup>th</sup>, 2014** to:

#### **Human Resources**

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

**Fax:** 905 707 9707

**SUBJECT: Corporate Partnerships & Promotions Intern Application**