



Centre for Sport Capacity

Internship - Marketing, Communications, & Event Coordinator

Summary

The Centre for Sport Capacity (CSC) is growing and needs energetic and committed people to join our team! We put academic research into action by working with partners in the public, private, and non-profit sectors, and utilize our expertise to offer services and programs to community and industry. This is where the **Marketing, Communications & Event Coordinator** comes in. The position provides hands-on, real-world learning experience, connection to community and business partners, training and professional development opportunities, and an opportunity to work alongside CSC Members, Brock faculty and staff, industry experts, and community leaders.

Role Overview

Details:

- **When:** September 12th until December 22nd, 2022.
- **Where:** On-campus at Brock University in the CSC office (RFP 312)
- **Duration:** Hours per week will be set according to the internship requirements. The schedule can incorporate some flexibility, but a consistent work week would be preferred. A specific time commitment may be required to meet a deadline.

What You'll Do

The Marketing, Communications & Event Coordinator wears multiple hats and gains valuable experience in four functional areas.

Administration

- Maintain ongoing contact and meet regularly with Supervisors and project partners for work plan progress, oversight, and time management.
- Attend meetings as required to discuss progress, begin new projects, collaborate on ongoing projects, receive, and implement feedback from team members.

Marketing

- Build and manage the CSC brand in alignment with the CSC mission.

- Work with CSC Members to disseminate new, innovative research and work to the broader sport community and relevant industries.
- Develop marketing campaigns, and where needed, sales strategies for CSC programs and services.

Communications

- Social Media:
 - Lead the implementation of our Social Media Strategy (SMS) for events, services and research.
 - Conduct social media analytics using data from all platforms and channels.
 - Create written and digital design content Schedule posts to social media management website Hootsuite based on the timelines recommended in our SMS.
- Website:
 - Create visually appealing and intuitive webpages for events, which includes content, creative and intake forms.
 - Conduct website analytics using data from Brock University web platform.

Event Management

- Create event scopes and operational plans to manage logistics and stage events.
- Lead partner services to ensure satisfaction and effective engagement.
- Gather event analytics and collect post-event feedback for future improvement.

Valued Qualifications:

Personal Management, Interpersonal and Teamwork Skills

- Excellent written and oral communication skills to interact with a diverse range of individuals and groups such as Brock staff and faculty, CSC Members, sport industry stakeholders, and potentially others in the community.
- Ability to work both independently and as part of a team in a fast-paced environment while prioritizing tasks and staying organized.
- Maintain a high level of discretion and professionalism while immersed in the day-to-day activities of the CSC.
- Wants to challenge themselves and track their own progress and growth.
- High energy, enthusiasm, and a positive attitude.
- A fast learner who exhibits strong foundational skills.

Technical Skills

- Familiarity with some or all of HootSuite or equivalent, LinkedIn, Twitter, Microsoft Teams, and Microsoft OneDrive is an asset.
- Familiarity with WordPress or equivalent and Adobe Illustrator or equivalent an asset (training will be provided).
- Knowledge and experience with social media, trends, and industry related buzzwords.

What You'll Gain:

- Lead and develop new CSC outreach initiatives, programs and services.
- Plan and deliver an industry or community project.
- Manage and analyze professional social media accounts.
- Maintain the CSC website professionally through content creation and editing.
- Create and implement promotional plans and strategies for small and large, professional events.
- Generate digital and print creative and written content for a variety of audiences.
- Grow in a team-oriented atmosphere working with a variety of individuals.
- Develop communication and networking skills by liaising with CSC Members and a variety of industry experts in an office environment.
- Build time management skills working on a variety of projects.

Intern Testimonials:

“My advice for students is, if you have the opportunity to get involved with the CSC, jump at the experience and continue to develop an extensive network of professionals that have a vast range of industry knowledge. Specifically, marketing and communications are functional areas where the CSC provides massive opportunity to take the next step in terms of skill development.

It is important to take advantage of an experience like this when it is available because I genuinely feel as though I have a competitive advantage over my peers with what I have gained by working with the CSC.”

[Ryan Hyndman](#), 4th year SPMA, Summer 2021

“The Centre for Sport Capacity is an amazing organization which has allowed me to improve both as a person and a professional. I learned a great deal about the intricacies of how sport organizations operate and through these processes I developed skills in a wide variety of operational areas that I had previously had no experience with.”

[Jason Corry](#), 4th year SPMA, Winter 2022

“As I reflect on my time at the Centre, I am immensely grateful for the wide array of experiences offered. I feel that I was able to bring skills that I had already developed, such as digital content creation, and use these skills to expand the CSC’s digital reach. Furthermore, being able to work in a team environment where my voice is valued allowed for me to share my perspective on CSC events and content as the team worked together to improve the Centre’s output.”

[Georgia Rudolph](#), 4th year BComm, Fall-Winter 2021/22

Application Process

Deadline to apply: July 20th 2022

Please submit complete application with your cover letter, resumé, and a sample of written or verbal communication that you feel is relevant to the role (essay, report, sakai post, video, podcast, other) to the attention of Jess Crosthwaite, CSC Coordinator, at sportcapacity@brocku.ca.

Contact for Further Information

Jess Crosthwaite, Coordinator - Centre for Sport Capacity (sportcapacity@brocku.ca).

About the Centre for Sport Capacity

The Centre for Sport Capacity (CSC) is a hub for sport management research, student experiential learning, and practical support to sport organizations in the Niagara Region, across Canada and abroad. As a collaborative of faculty, students, colleagues from other institutions, and experts from the sport community, the CSC works to both understand and expand the capacity of sport organizations.

A key role of the CSC is translating the subject matter expertise of our Members. On the communications side, this includes managing content - stories, blogs, posts as well as knowledge mobilization (KM) that converts faculty research into practical content for a wide 'everyday' audience. On the marketing and development side, this involves creating services and programs that build upon the expertise of the CSC as a whole.

Either way - you will play an important role in helping the CSC build research and practical support to sport organizations. More information about current and upcoming events and program streams can be found on our website.

To learn more, visit [our website](#).