



## **Community Outreach and Promotion Intern**

### **Community Outreach & Promotion Initiative**

#### **2017 World Ringette Championship**

Ringette Canada will host the 2017 World Ringette Championship November 27-December 3, 2017 in Mississauga, ON. A pre-championship visit will be done in communities around Mississauga during the Team Canada training camp in October. Special fan interaction zones and outreach sessions will be held during the World Ringette Championship.

#### **National Ringette League**

Ringette Canada will undertake a series of NRL feature weekends over the course of the 2017-18 regular season. Up to 8 locations across the country will host NRL feature games which could include ringette's official mascots, a fan interaction zone, on-ice activities, school visits, community outreach sessions and Come Try Ringette sessions. The season concludes with the NRL Championship held in April in Winnipeg, MB.

### **Intern Responsibilities**

The intern is responsible for the development of project plans to help promote the game of ringette in local communities using Team Canada and the National Ringette League as platforms for promotion. S/he works with, and assists and supports the efforts of, the Director of High Performance and Events and the Sport Development Coordinator.

The ideal candidate will be outgoing, organized, highly motivated and a team player; they will possess leadership skills and a strong desire to meet expectations.

### **Duties**

#### *General*

- Work with the host communities and prepare plans for outreach events tied to Team Canada and the National Ringette League regular season games from October 2017 to March 2018;
- Attend NRL outreach events (weekends) and assist host community with set-up, delivery and reporting on each event;
- Attend the 2017 World Ringette Championship (November 27 to December 3, 2017, Mississauga, ON) to assist with outreach activities and fan experience initiatives.
- Attend the National Ringette League Championship (April 2018 – Winnipeg, MB) to assist with outreach activities and fan experience initiatives;
- Coordinate media and public relations for the events with the assistance of Ringette Canada's Media and PR Consultant;
- Contribute to Ringette Canada's social media platforms in order to promote the events;
- Other tasks may be assigned based on candidate's background and interests;
- Assist with other activities that may be assigned to ensure all event expectations are met.

**Job Requirements**

- A. Internship
  - a. This position is intended to be a part of an internship in Sport Management, Event Management or related field.
- B. Experience
  - a. Some experience in event management required.
  - b. Some experience in public relations/customer service is an asset.
- C. Language
  - a. Bilingualism (English and French) is a definite asset but not a requirement.

**Compensation:**

An honorarium paid upon receipt of event reports.

Travel, accommodation and meal per diem provided by Ringette Canada for outreach events.

Interested candidates may submit their resume to [stephanie@ringette.ca](mailto:stephanie@ringette.ca) by 4pm on Monday, July 17, 2017.

This project has been made possible by the Government of Canada.