



## U SPORTS INTERNSHIP PROGRAM

### PROGRAM OBJECTIVE

The objective of the U SPORTS Internship program is to provide students currently enrolled in collegiate / university programs with concrete experience of what it is like to work in the Canadian sport industry. Students will get hands on experience working in the different sectors of U SPORTS. Opportunities to complete challenging, yet rewarding assignments will be provided. It is the goal of the National Office that once students complete their internships, they leave with a better understanding of Collegiate Sport in Canada, develop the necessary skills to work in the industry, and feel as though they have left their mark on the U SPORTS organization.

To be considered for this program, all applicants must be currently enrolled in a program approved by a university or college and require the internship for academic credit needed to graduate.

**COMPENSATION:** An honorarium of \$1,500 is awarded at the conclusion of the internship term.

### PREVIOUS POSITION DESCRIPTIONS (samples for consideration)

- COMMUNICATIONS
- MARKETING AND SPONSORSHIP
- NATIONAL CHAMPIONSHIPS AND SPORT TECHNICAL
- INTERNATIONAL PROGRAMS / MERCHANDISE
- OPERATIONS AND CORPORATE EVENTS

**FALL 2024:** Two (2) intern positions targeted. Positions could be Toronto based and/or remote based on job description needs.





## COMMUNICATIONS INTERN

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### ROLES & RESPONSIBILITES

- Creating and curating of traditional and new media content
- Create original digital content (Written, photo, video, and audio)
- Managing of relationships within U SPORTS institutions, media and influencers
- Planning and execution of national communications strategy
- Managing of current and past communications database
- Creating and editing media reports

### KEY ATTRIBUTES

- Working toward a Bachelor's degree in Communications, Public Relations, Journalism, Professional Communications, Strategic Communications or related undergraduate programs
- Knowledge of Football (U SPORTS and CFL especially) is an asset
- Understanding of sport statistics is an asset
- Experience with Microsoft Office Suite is required
- Excellent oral and written communication skills
- Initiative and ability to manage multiple projects and meet deadlines
- Strong team player with ability to work independently
- Quick study and willingness to learn
- Bilingualism (reading and writing) is preferred
- Travel may be required





## MARKETING & SPONSORSHIP INTERN

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### ROLES & RESPONSIBILITIES

- General administrative support for Revenue Generation Department / Marketing and Brand Department.
- Assisting and supporting through partner research, sales deck preparation, supporting collateral, and developing marketing collateral
- Supporting in the planning process for U SPORTS marketing campaigns, including promotion of National Championships
- Inventory management of branding materials and partner assets
- Assisting with preparation, logistics and execution of brand and partner requirements for various U SPORTS properties
- Ensuring sponsor deliverables are met and expectations are exceeded
- Ensuring U SPORTS brand standards are upheld
- Other tasks upon request

### LEARNING OUTCOMES

Selected candidates will develop essential skills and gain valuable experience in one or more of the following areas, with the aim to prepare them for a successful career in sport:

- Corporate partnership and relationship management
- Marketing
- Sponsorship Servicing
- Campaign Coordination
- Brand Management
- Pre-Event Promotional Planning





## NATIONAL CHAMPIONSHIPS AND SPORT TECHNICAL INTERN

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### ROLES & RESPONSIBILITIES

- General administrative support to the Sport Department
- Preparing of championship memos and bulletins
- Project management for National Championships- timeline management, meeting management and deliverable management
- Liaising with championship hosts to provide support and overall direction as required
- Logistical support: such as shipping and receiving, inventory management and travel coordination for officials and delegates
- Assisting in development of online platforms for championship evaluation and event registration
- Assisting with U SPORTS awards process and selection
- Assisting with Sport Technical Sub-Committees in distribution of minutes, action items and rule/ policy updating
- Development of concept plans related to National Championships
- Other responsibilities upon request

### KEY ATTRIBUTES

- Currently working towards a Bachelor's degree in a related field: Event Management, Marketing, Business Administration and related undergraduate programs
- Able to prioritize appropriately in a fast-paced environment
- Strong interpersonal skills
- Be administratively organized and detail oriented
- Excellent oral and written communication skills
- Strong team player with ability to work independently
- Computer savvy, including all Microsoft Office platforms (Word, Excel, PowerPoint, Outlook)
- Quick study and willingness to learn
- Bilingualism is an asset
- Knowledge of the Canadian Sport System is an asset





## INTERNATIONAL PROGRAMS / MERCHANDISE INTERN

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### ROLES & RESPONSIBILITES

#### Merchandising:

- Assist in promotional planning, buying and other key aspects of our e-commerce including promotional product selection; placing orders with suppliers
- Source and provide product recommendations for sponsor gifting
- Communicate with key suppliers and partners for merchandise related requests (e.g. Nike)
- Maintain current customer and vendor catalogue files
- Provide administrative support including the following:
  - Purchase orders, invoicing, photocopying or other administrative duties as assigned

#### International Programs Preparation:

##### Accreditation:

- Maintaining and organizing of accreditation filing system
- Assisting with processing of all accreditation information for Team Canada
- Preparing of accreditation binders for on-site Games use

##### Media Guide/ Website:

- Assisting with inputting of all required photos, data and team rosters into online Media Guide
- Assisting with the creation of overall Team Canada schedule for website

##### Mission Staff Operations and Travel:

- Updating welcome letters for selected mission and medical staff members
- Maintaining mission staff and NSO email address lists in shared email contacts groups
- Assisting with preparation of mission staff meeting materials
- Assisting with mission staff travel bookings

##### Cargo Preparations:

- Assisting in preparation of all cell phones and SIM cards for cargo
- Assisting with inventory/packing/labeling of cargo





#### Uniforms:

- Assisting with inventory of all uniform items
- Participating in Pick'n Pack Day and assist in distribution of uniforms packages

#### Delegation Documentation:

- Completing updates to Policies and Procedures Manual and Emergency Action Plan as directed by Manager, Sport & International Programs
- Updating and preparing all required on-site documents and policies for cargo

#### KEY ATTRIBUTES

- Currently working towards a Bachelor's degree in a related field: Merchandising, Marketing, Sport Management, Business Administration or related undergraduate programs.
- Able to handle multiple tasks simultaneously, and prioritize appropriately in a fast paced environment.
- Be administratively organized and detail oriented.
- Creative and out of the box thinker.
- Strong team player with ability to work independently.
- Strong communication (written and spoken) and interpersonal skills.
- Computer savvy, including all Microsoft Office platforms (Word, Excel, PowerPoint, Outlook).
- Quick study and willingness to learn.
- Bilingualism is an asset.
- Travel may be required.
- Knowledge of the Canadian Sport System is an asset.





## OPERATIONS AND CORPORATE EVENTS INTERN

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### ROLES & RESPONSIBILITES

- General administrative support for the Operations Department
- Administrative support for the Senior Leadership Team on various tasks and special projects
- U SPORTS Governance
- Project management for National Championships/Corporate Events – timeline management, meeting management and deliverable management
- Liaising with championship hosts to provide support and overall direction as required
- Logistical support: such as shipping and receiving, inventory management and travel coordination
- Assisting with U SPORTS awards process and selection
- Assisting with U SPORTS Corporate Events and Awards: including: Academic All-Canadians, Athlete of the Year Awards, Governor General Awards, U SPORTS Annual Meeting and Conference, U SPORTS Honours Awards, etc.
- Other responsibilities upon request

### KEY ATTRIBUTES

- Currently working towards a Bachelor's or Master's degree in a related field: Event Management, Marketing, Business Administration and other related programs
- Ability to prioritize multiple tasks appropriately, in a fast-paced environment
- Strong interpersonal skills
- Be administratively organized and detail oriented
- Excellent oral and written communication skills
- Strong team player, with the ability to work independently
- Proficient in all Microsoft Office platforms (Word, Excel, PowerPoint, Outlook)
- Quick study and willingness to learn
- Bilingualism is an asset
- Knowledge of the Canadian Sport System

