



www.oshawagenerals.com
905-433-0900

Generals Hockey Inc.
Tribute Communities Centre
99 Athol Street East Oshawa
Ontario L1H 1J8



Memorial Cup Champions
1939-1940-1944-1990-2015

Oshawa Generals Digital Marketing Intern

Position: Intern, Digital Marketing
Posting Date: June 4th, 2019
Duration: September 2019—April 2020
Contract type: Part-Time, Unpaid

The Oshawa Generals Hockey Club is looking for a dedicated and outgoing individual with a passion for hockey and live-events who is interested in gaining experience in game operations, sport marketing and live events within the sports industry. The game day coordinator must attend all 34 Oshawa Generals home games.

The successful candidate will improve their skills, have the opportunity to develop and execute their own ideas, create contacts in the sports industry, and experience a professional sports setting.

Description of Organization:

The Oshawa Generals Hockey Club is a member of the Ontario Hockey League (OHL) and Canadian Hockey League. Established in 1937, the Oshawa Generals are an integral part of the Oshawa and Durham Region community.

The positive development of hockey players both on and off the ice is our focus, giving the players outstanding facilities and coaches to master their craft while being key members of the community. A winning attitude runs deep within the Generals organization having won 13 OHL Championships and 5 Memorial Cups.

Responsibilities:

Under the directions of the Digital Marketing Coordinator, responsibilities consist of executing all in-season marketing material for both digital and print platforms. Some of the responsibilities include:

- Attend all 34 Oshawa Generals home games which are frequently on evenings, weekends and holidays
- Ability to work within tight deadlines
- Set-up and send out E-Newsletters with the template provided, specifically in Mail Chimp.
- Create animations and gifs
- Basic Website and HTML knowledge and skill, specifically in Word Press.
- Execute the Oshawa Generals brand successfully across all digital and print platforms
- Follow Brand Guidelines
- Proficient skills in Adobe Creative Suite specifically, Photoshop, Illustrator, Premiere, After Effects and InDesign
- Knowledge in Adobe Creative Cloud (Adobe CC)
- Video board Operator if needed (Training will be provided)
- Video Editing



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Qualifications:

- Passion for sport
- Strong communication skills
- Work within tight deadlines
- Ability to complete tasks with minimal supervision
- Must be able to operate in a team environment
- Strong work ethic, positive attitude and enthusiasm
- Desire to learn and work in a fast-paced environment
- Demonstrate professional demeanour in the workplace

If you are interested in this immersive learning, personal growth and networking opportunity in the sports industry, please send a resume and cover letter to:

Sarah Macalisang
Digital Marketing Coordinator
smacalisang@oshawagenerals.com

The Oshawa Generals are an equal rights employer that is committed to accessibility and meeting the needs of all individuals. Please make us aware of any need for accommodation.



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