



## **PETERBOROUGH PETES INTERNSHIP PROGRAM INFORMATION & GUIDELINES**

Are you ready to take a leap toward an action-packed career in the highly competitive field of sport and entertainment? An internship with the Peterborough Petes provides valuable hands-on experience in an ever-changing and dynamic environment.

### **Guidelines:**

- Student must be enrolled in an accredited undergraduate or graduate college or university program
- Student must receive academic credit toward graduation
- Housing and transportation are the responsibility of the student
- Student must be able to work flexible hours to include nights, weekends and holidays as required
- No financial compensation is available through this program

### **Availability:**

Summer - May-August  
Fall - September-December  
Winter - January-April

### **Hours:**

*Monday to Friday* - 35-40 hours per week (dependent upon position and intern availability)  
*Flexible Work Week* – 16 -24 hours per week (dependent upon position and intern availability)  
*Game Nights* – During the season, Interns are required to work all Petes game nights (two hours before puck drop to an hour after the final whistle)

### **To Apply:**

To be considered for an internship, students **MUST** submit the following:

- Cover letter noting position and availability they are most interested in
- Resume

A member of the Peterborough Petes management team will contact you if we should need further information or would like to schedule an in-person interview. Resumes are kept on active file for six months.

### **Qualifications (Applies to all available internships):**

- Professionalism (recognition that all employees may have access to sensitive information)
- Excellent verbal and written communication skills
- Proficiency in Microsoft Office applications
- Ability to work well under pressure/time constraints
- Ability to work flexible hours to include nights, weekends, and holidays as required
- Must be self-motivated, organized, hard-working
- Must be outgoing, personable, and energetic



## **Sales & Marketing Intern – Peterborough Petes (OHL)**

The Sales & Marketing Interns are responsible for supporting ticket and sponsorship sales initiatives, generating leads for various ticket sales and sponsorship opportunities, serving to promote the Petes brand in the Peterborough and surrounding community, assisting with traditional and new media marketing campaigns, and other efforts designed to fill the Peterborough Memorial Centre for Petes home games. Candidates must be creative, enthusiastic, organized, responsible, professional, and punctual with flexibility to work nights and weekends when required.

### **Key Responsibilities and Duties:**

- Place cold and warm phone calls to leads for a variety of ticket sales and sponsorship packages (including single game, flex pack, season tickets, in-arena advertising and digital sponsorship)
- Develop and maintain a database of clients with an emphasis on building strong, positive relationships
- Brainstorm, plan, coordinate and reflect on creative grassroots marketing initiatives (e.g. community events, etc.)
- Serve as ambassadors of the Petes brand with a drive for growing support for the team and junior hockey locally, nationally, and internationally
- Work as a member of a team to accomplish all of the above

Interns will have interaction with the players, coaches, staff and management of the Peterborough Petes as well as other personnel from teams in the OHL, USports and NHL. The candidates will be expected to act in a professional manner at all times.

### **Requirements:**

- Must be able to work flexible hours including weekends, special events and game nights as assigned
- College/University student pursuing a sales, marketing, sport management, or other major or other business-related field strongly preferred
- Excellent written and verbal communication skills, with emphasis on writing and editing, required
- Excellent communication skills (over the phone, in person, online)
- Working knowledge of the Peterborough Petes and the Ontario Hockey League
- Ability to work in the fast-paced online environment
- Excellent time management skills
- Excellent grammar and proofreading skills
- Able to prioritize needs and responsibilities effectively
- Self-motivated with strong organizational skills
- Ability to work with minimal supervision
- Ability to work as a member of a team environment

Interested candidates should send cover letter and resume to:

Burton Lee,  
Executive Director,  
Business Operations  
Peterborough Petes  
[blee@gopetesgo.com](mailto:blee@gopetesgo.com)