



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 Social Media Intern

Position: Intern, Social Media

Posting Date: August 4th, 2021

Duration: September 2021—April 2022

Contract type: Part-Time, Unpaid

The Oshawa Generals Hockey Club is looking for an enthusiastic individual with a passion for sports, writing, and social media marketing and engagements who is interested in gaining experience in communications and social platforms within the sports industry.

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:

The Social Media Intern will work closely with the Manager of Media Relations to plan, produce and execute all activations across the Oshawa Generals social media platforms. Other duties will include, but not limited to:

- Attend all 34 Oshawa Generals home games which are frequently on evenings, weekends and holidays
- Live Tweeting all home and away games
- Capture in game Snapchat behind the scenes content
- Facebook game and period recaps
- Creating and sharing content across all social media platforms (Facebook, Twitter, Instagram, Snapchat and YouTube).
- Assist the Manager, Media Relations and Coordinator of Digital Marketing in other tasks as assigned
- Assisting in developing and growing the team's TikTok presence



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Qualifications:

- Must have an interest in and strong understanding social media platform
- An interest and knowledge of hockey and its culture is strongly preferred
- Strong verbal and written communication
- Strong work ethic, positive attitude and enthusiasm
- Must to able to operate in a team environment
- Ability to complete tasks with minimal supervision
- Organization and problem-solving abilities
- Ability to generate and implement creative ideas
- Commitment to the organization
- Make quick decisions under pressure
- Desire to learn and work in a fast-paced environment
- Demonstrate professional demeanour in the workplace
- Graphic design experience is preferred
- Video editing experience is preferred
- Familiar with Adobe Premiere, After Effects is preferred

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:

Brandon Wright
Manager, Social Media, Media Relations & Game Day
bwright@oshawagenerals.com

The Oshawa Generals are an equal rights employer that is committed to building a skilled and diverse workforce that reflects the community of Oshawa. We promote employment equity, accessibility and meeting the needs of all individuals. Please make us aware of any need for accommodation upon your application.



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