



## **PrimeTime Sports & Entertainment Inc.**

199 Bay Street Suite #2200,  
P.O. Box 447  
Commerce Court Postal Station  
Toronto, Ontario, M5L 1G4

### **Summer/Fall Internship Contract**

Internship Term: May 1, 2018 – December 1, 2018

#### **Intern Details**

**Supervisor:** Patrice Whiffen  
Director of Marketing  
patricewhiffen@primetimesport.ca  
519-868-2399

Expected Hours Per Week: Part-time internship, roughly 5-10 hours weekly, with increased hours on event days and days leading up to major events. Internship duties can be completed from home, on the intern's own time, as long as they participate in any scheduled calls or meetings.

#### **Communications Internship Role/Details**

- Intern will be in charge of executing daily posts on behalf of PTSE social media
  - o Includes: instagram, twitter and facebook
- Intern will be responsible for posting content created by PTSE, in addition to their own researched content, as approved by their supervisor
- Intern will be responsible for executing online contests, giveaways, and any online promotion of upcoming 2018 events, as per the instruction of their supervisor
  - o Upcoming events include, but are not limited to the 2018 GTHL Legacy Classic Golf Tournament, The 11<sup>th</sup> Annual PrimeTime Sports Management Conference & Trade Show and any Canadian Football League Alumni Events surrounding the 2018 Grey Cup
- Intern will be responsible for reaching out to relevant media corporations (print, digital, radio, tv), construct press releases, generate media accreditation list, and spread the word about PTSE 2018 events
- Intern will be responsible for developing an email and phone contact list for each delegate registered for the 2018 conference
- Intern will also be responsible for writing web content for the PrimeTime website regarding speaker biographies and conference coverage