

PRIMETIME COMMUNICATIONS INTERNSHIP

SUMMER/FALL 2021

TERM: AUGUST 15 2021- DECEMBER 2021



INTERN DETAILS

- PART-TIME COMMITMENT (5-10 HOURS WEEKLY)
- 10+ HOURS DURING EVENT PREP AND MAJOR EVENTS
- INTERNSHIP DUTIES MAY BE COMPLETED FROM HOME
- MUST PARTICIPATE IN MANDATORY WEEKLY CALLS, AND REQUIRED MEETINGS

INTERNSHIP ROLE/DETAILS

- Intern will be in charge of executing daily posts on behalf of PTSE social media (includes Instagram, Facebook and Twitter)
- 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 2021 events, as per the instruction of their supervisor
- Upcoming events include, but are not limited to: The 14th Annual PrimeTime Sports Management Conference & Trade Show and any Canadian Football League Alumni Events surrounding the 2021 Grey Cup
- Intern will be responsible for reaching out to relevant media corporations (print, digital, radio, TV), construct press releases, generate media accreditation, and promote the PTSE 2021 events
- Intern will be responsible for developing an email and phone contact list for each delegate registered for the 2021 conference
- Intern will also be responsible for writing web content for the PrimeTime website regarding Speaker biographies and providing full on-site Conference coverage November 14-16 2021 at the Westin Harbour Castle Hotel in Toronto



SUPERVISOR

**PATRICE WHIFFEN,
DIRECTOR OF MARKETING**

PATRICEWHIFFEN@PRIMETIMESPORT.CA

519-868-2399