



PROMOTIONS INTERN, TENNIS CANADA

DATE POSITION BEGINS:	Tuesday, May 3, 2016
DATE POSITION ENDS:	Friday, August 5, 2016 (TBD)
REPORTS TO:	Coordinator, Marketing
LOCATION:	Aviva Centre, York University
TITLE:	Promotions Intern

TENNIS CANADA

Founded in 1890, Tennis Canada is a non-profit, national sport association responsible for leading the growth, promotion and showcasing of tennis in Canada. Tennis Canada owns and operates two of the premier events of the ATP World Tour and WTA; Rogers Cup presented by National Bank men's and women's events that rotate annually between Aviva Centre in Toronto and Uniprix Stadium in Montreal. In addition, Tennis Canada owns and operates eight professional ITF sanctioned events and financially supports 11 other professional tournaments in Canada. Tennis Canada operates junior national training centres/programs at the Centre of Excellence in Toronto, Uniprix Stadium in Montreal and the North Shore Winter Club in Vancouver. Tennis Canada is a proud member of the International Tennis Federation, the Canadian Olympic Committee, the Canadian Paralympic Committee and the International Wheelchair Tennis Association, and serves to administer, sponsor and select the teams for Davis Cup, Fed Cup, the Olympic and Paralympic Games and all wheelchair, junior and senior national teams. Tennis Canada invests its surplus into tennis development.

GENERAL DESCRIPTION

As Promotions Intern you will be responsible for the execution of promotional tasks leading up to and during the week of the 2016 Rogers Cup presented by National Bank July 23-31.

The ideal candidate will be outgoing, highly motivated and a team player; they will possess leadership skills and a strong desire to meet and exceed expectations.

1. Promotions Coordination

- Assist the Marketing Coordinator with the management of all on site promotions
- Plan and implement sponsor promotions up to and during the event
- Distribute promotional material (posters, brochures, etc) to clubs and camps within the GTA – dates TBD



- Develop a promotions binder that tracks all promotions information
- Develop critical paths for all promotions
- Develop promotional binder with critical paths and action plans for each promotional activity
- Day to Day administrative support related to marketing and promotions
- Coordinate all daily signage needs
- Assist with the management and maintenance of the promotions area
- Photocopying and distribution of promotions schedule
- Support the management of the Promotions Volunteer Program
- Assist with tabs, copying and organizing of all marketing and promotional tasks
- Manage volunteers assigned to your specific promotions
- Coordinate all equipment/power/storage/ needs, etc.
- Coordinate set-up and dismantle of all on-site promotions
- Assist with any pre-event/off site promotions
- Coordinate Employee Days as required
- Assist with entire event wrap up

2. Account/Sponsor Servicing

- Work closely with Account Executives to ensure all promotional obligations are met
- Create account binder to track all individual sponsor requirements
- Use internet to research various promotional materials that we may implement on a specific sponsor day.
- Develop appropriate signage requests as per sponsor agreements
- Work closely with Operations/Site crew to ensure all operations staff are aware of necessary event day set-up

3. Other

- Assist with other activities that may be assigned to ensure all tournament expectations are met
- Work closely with Tournament staff to ensure all elements relating to promotions, marketing or sponsor servicing are met
- Cover break and/or lunch shifts on reception on assigned day
- Lead generation research
- Advertising & Sales research
- Coordinate the distribution and logistics with summer cell phones
- Assist in the organization of the Tennis Canada video room.



Event Wrap Up

- Return all sponsor related items and promotional equipment to correct people or area
- Clean out promotions trailer
- Volunteer evaluations
- Ensure all bands, contractors and suppliers have received payment
- Hand in completed promotions binder
- Ensure all promotional tasks, as assigned, have been completed

OTHER

Assist with other activities that may be assigned to ensure all tournament expectations are met. Must have full-time availability.

REPORTING STRUCTURE:

You will be reporting daily to the Marketing Coordinator.

SALARY

An honorarium will be paid of \$200/week.

APPLICATION

Please submit cover letter and resume to Mikaela Weiss at mweiss@tenniscanada.com

POSTING CLOSE DATE: FEBRUARY 26, 2016