



Become a part of Toronto's most exciting grassroots basketball organization.

BASKETBALL WORLD TORONTO (BWT)

BWT is Toronto's most professional grassroots basketball organization that plans, develops and manages high quality basketball programs including leagues, camps and tournaments for men, women and youth year round. We are a professional, authentic and dynamic basketball organization that started off as a small business and has grown substantially since our inception in 2006. BWT was founded to meet the need for high quality basketball programs with a more authentic approach to the development and management of programs. Our youthful and energetic staff has built BWT into the largest provider of basketball programs and services in Toronto. BWT is driven to achieve our ambitious goals that aim to enhance the level of play of basketball in the city. For more information please visit www.bwt.ca.

INTERNSHIP TITLE – MARKETING PROMOTIONS INTERN

LENGTH OF CONTRACT – Internship for 2 – 8 months (Depends on school internship requirements)

BWT requires a youthful dynamic sports / basketball minded individual to help with the development of BWT's marketing and promotional strategy including but not limited to creation of marketing materials for BWT's men's, women's and youth basketball programs. The Intern will be expected to fulfill the requirements of the position for one of the time intervals FALL (Sept to Dec.) or WINTER (January to March) or SPRING (March to May) or SUMMER (June to August). Reporting to the Director / Program Manager or Program Coordinator, the successful candidate will be responsible for, but not limited to:

- Planning, development, creation and facilitation of BWT's Marketing Promotion Plan to enhance BWT's brand in the basketball community.
- Ensure the marketing material enhances BWT's brand image and ensures a consistent approach.
- Assist with the creation of unique marketing materials for all of BWT's programs for current and future seasons.
- Work directly with the Director and Business Development Rep to develop promotions and branding strategies for all programs.
- Communicate with external agencies and vendors to obtain and share project deliverables and assets.
- Development and implementation of metrics to evaluate the effectiveness of marketing and promotions campaigns.

SKILLS & QUALIFICATIONS REQUIREMENTS

- Understanding of marketing basics, direct response, interactive marketing best practices/systems.
- Creative individual with a strong attention to detail and the willingness to learn quickly.
- Strong verbal and written communication skills who is self motivated and looking for opportunities to learn.
- Ability to proactively find solutions to problems and makes educated decisions quickly.
- Excellent organization, time management and multi-tasking skills and thrives in a fast paced environment.
- You are positive, enthusiastic and have an endless supply of energy.
- Reliable, punctual, hard work and motivated self-starter who likes to build things from scratch.
- Knowledge and interest of the game of basketball, the basketball industry in the city, or the NBA, or NCAA Basketball or CIS basketball as well as own transportation are assets.

UNIQUE WORKING HOURS

Your commitment to BWT would involve mainly weekdays with some weekend / weeknight work.

COMPENSATION

This intern position receives **an honorarium based on their time and performance/impact to the business**. In addition to the honorarium, the individual will gain valuable planning, organizing & managing grassroots sporting events.

HOW TO APPLY

Please apply online at www.bwt.ca, by clicking on **JOIN BWT** and then **Jobs**. Use the online application form to apply. Only candidates we are interested in interviewing will be contacted back based on fit for this position and the culture of BWT.

CONTACT INFORMATION: For more information, please contact the Marketing Coordinator at 647.444.4298 or email marketing@bwt.ca