



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

BASKETBALL WORLD TORONTO (BWT)

BWT is one of Toronto's most professional grassroots basketball organizations 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, fun, dynamic basketball organization that started off as a small business and has grown substantially since our inception in 2006. BWT was founded to meet a need for high quality basketball programs with a more authentic basketball approach to the development and management of the programs. For more information, check out www.bwt.ca.

INTERNSHIP TITLE – VIRTUAL MARKETING INTERN

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

BWT requires a youthful dynamic sports / basketball minded individual to help with the development of BWT's marketing and communications strategies for all of BWT's basketball programs. Reporting to the Director & Program Coordinator, the successful candidate will be responsible for, but not limited to:

- Support the execution of our marketing plan to build and enhance our brand.
- Facilitate the online presence of BWT's via our website, social media and marketing campaigns.
- Draft and edit content for social media posts, news articles and monthly newsletters.
- Assist with the creation of communication materials for BWT's programs, including some graphic design.
- Work directly with the Director and Coordinator to develop communications for various programs.
- Communicate with external agencies and vendors to obtain and share project deliverables and assets.
- Development and implement program metrics to evaluate the effectiveness of various strategies.

SKILLS & QUALIFICATIONS REQUIREMENTS

- Understanding of interactive marketing strategies and best practices for digital marketing.
- Creative individual with a strong attention to detail and the willingness to learn quickly.
- Understanding of social media platforms (Instagram, Facebook, Twitter, YouTube, LinkedIn and others).
- Knowledge of marketing tools and content management software (CMS).
- Strong verbal and written communication skills, 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.
- Positive, enthusiastic and have an endless supply of energy.
- Reliable, punctual, hard worker and motivated self-starter who likes to build things from scratch.

WORKING HOURS

Your commitment to BWT would involve weekdays with some weekend / weeknight work. All work will be done virtually until the CoVid-19 Pandemic has been resolved and it is safe for students to work at the office. **We do not expect a student to do in-office work until at least September 2021.**

COMPENSATION

This intern position receives valuable planning, organizing & managing virtual grassroots basketball programs and **an honorarium based on their time and performance/impact to the business.**

HOW TO APPLY

Please apply online at www.bwt.ca, by clicking on **ABOUT** 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 Program Coordinator through email at marketing@bwt.ca.