



Social Media Intern

Are you looking to launch a career in the sports marketing industry?

Overview:

The Ontario Cheerleading Federation (OCF) promotes, fosters and regulates cheerleading in the province of Ontario thus furthering the character and development of young athletes.

Job Description:

The OCF is scouting a committed, energetic, and outgoing individual with a passion for both social media and cheerleading. The social media internship provides hands-on experience for those eager to obtain a position in the industry in the scope of social media and digital marketing.

Duties include, but not limited to:

- Assist in the development of Original Content / Marketing ideas
- Liaison with Cheer Canada to provide them with content from our Province
- Help generate content for social media (i.e. Facebook, Twitter, and Instagram) (and bringing more awareness to OCF and cheerleading in Ontario)
- Assist with online outreach and updating website as needed
- Assist with the preparation and scheduling of Pre-Competition marketing
- Development, evaluation and execution of various marketing initiatives (i.e. grassroots, online, etc.)
- Provide assistance with official social media channels on Competition Days (i.e. Facebook live, instagram, etc.)
- Assist with the maintenance of social media accounts, as well as developing ideas to maximize their marketing capabilities

What YOU should bring to the OCF:

- Ability to work independently and with direction from Board of Directors/Executive Director
- Ability to effectively manage multiple projects/tasks of varying complexities, meet deadlines and work well under pressure



- Strong understanding of Social Media Platforms (Facebook, Twitter, Instagram, etc)
- Previous experience in marketing is considered an asset

Internship Requirements:

- **TO BE CONSIDERED YOU MUST BE CURRENTLY ENROLLED IN AN ACCREDITED COLLEGE/UNIVERSITY PROGRAM.** Preference will be given to candidates who are currently enrolled in college/university programs relevant to Marketing, Sport Management or related field of study
- **MUST** be available to attend OCF run competitions & events that take place during the internship period
- Recent (within 1 year) Police Record Check
- Be or become a current Member of OCF/Cheer Canada (at your own expense)

Compensation: Unpaid internship. On the job and travel expenses will be reimbursed at the discretion of the Board of Directors)