



BASKETBALL WORLD TORONTO (BWT)

MARKETING INTERN

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

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BWT is one of Toronto's most professional grassroots basketball organizations that plans, develops and manages basketball programs including leagues, camps and tournaments for men, women and children year round. We are a professional, fun, dynamic grassroots 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.

JOB DESCRIPTION – MARKETING INTERN

BWT requires a youthful dynamic sports / basketball minded individual to help with the development and marketing expansion of BWT's men's, women's and youth basketball programs for future seasons. Reporting to the Director, the successful candidate will be responsible for, but not limited to:

- Assist with business development of BWT's programs through contacting potential clients, customers and through other networks and building new interest and commitment to BWT's future programs
- Assist with the development and execution of BWT's marketing strategy and preparation of any marketing materials required to execute the strategy
- Complete administrative duties related to the business development and marketing activities to ensure proper organization and communication with customers in the future.
- Coordinate all marketing materials including but not limited to website, e-mail marketing and direct mail to maximize return on investment.
- Respond to customer service inquiries and issues via website, email and in person about future programs.
- Relationship development with customers, prospects and suspects.

SKILLS & QUALIFICATIONS REQUIREMENTS

- You have marketing or promotion experience or show an ability to help market a program to potential participants in our programs.
- You are positive, enthusiastic and have an endless supply of energy.
- High attention to detail, well organized, planning, problem solving and decision-making skills are a must.
- Excellent verbal and written communication skills (telephone and in person).
- Customer service oriented and able to work independently.
- Reliable, punctual, hard work and motivated self-starter who likes to build things from scratch.
- Highly proficient in Microsoft Office (Outlook, Word, Excel) and the willingness and ability to learn quickly.
- 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.

WORKING HOURS

BWT would work to meet your internship minimum requirements. Please note the position will invoice daytime as well as evening and weekend work times and will be adjusted based on BWT's requirements.

START DATE

Tentatively set for January 9th, 2012 but could be sooner based on the fit of the candidate

CONTACT INFORMATION: For more information, please contact info@bwt.ca or via phone 416.889.8727.