



## Community Investment and Marketing Assistant

<b>EVENT:</b>	2019 Shaw Charity Classic   <a href="http://www.shawcharityclassic.com">www.shawcharityclassic.com</a>
<b>EMPLOYER:</b>	Launchpoint Sport & Event Strategies   <a href="http://www.lpstrategies.ca">www.lpstrategies.ca</a>
<b>LOCATION:</b>	Calgary, Alberta
<b>TERM:</b>	<i>Summer Internship</i> – May 7 – Sept 6, 2019
<b>REPORTING TO:</b>	Stakeholder & Marketing Manager
<b>COMPENSATION:</b>	Hourly wage plus overtime

### Event Overview

The Shaw Charity Classic will host some of the greatest names in the game of golf in Calgary at the Canyon Meadows Golf and Country Club, August 28 – September 1, 2019. The field, which will consist of 78 stars on PGA TOUR Champions, will compete for \$2.35 million US in a three-round, 54-hole stroke-play tournament. The only PGA TOUR Champions stop in Canada will showcase Calgary to the world through its broadcast on the Golf Channel. Led by a philanthropic Patron Group including Tournament Chairman – Jim Riddell, Allan Markin, Keith MacPhail, Guy Turcotte, Gary Peddle, Michael Culbert and PGA Tour Professional – Stephen Ames, along with title sponsor, Shaw Communications, the Shaw Charity Classic won the PGA TOUR Champions' prestigious President's Award in 2014, 2015 and 2017. The tournament has raised more than \$34.4 million in its six years of existence, with a PGA TOUR Champions record setting donation of \$12.3M raised in 2018 that was distributed amongst 182 youth-based charities in Alberta. The Shaw Charity Classic is managed by Calgary based event management company, Launchpoint Sport & Event Strategies. Launchpoint is an event management and marketing company dedicated to providing strategic solutions for organizations, brands and properties that want to make their mark and stay ahead of the competition.

### Job Description

The Community Investment and Marketing Assistant will play a key role in supporting the Shaw Charity Classic's charitable and marketing efforts. This internship is an excellent opportunity for students who are interested in pursuing a career in community investment, marketing, communications, or event management, and want to get a glimpse into varying departments and tasks. Interns will be asked to take ownership of key projects and will gain strong professional experience.

### The Job Specifics

#### Community Investment

- Assist with the execution of the 2019 Shaw Birdies for Kids presented by AltaLink program
- Build and foster relationships with 190+ participating Birdies for Kids charities to support them with their fundraising goals
- Assist the Stakeholder & Marketing Manager with distributing charity materials including monthly newsletters, tax receipts, acknowledgement letters, and reports
- Process incoming donations and track invoices
- Data entry of manual donation forms and offline donations
- Assist in building and maintaining the donor database
- Assist with the development of social marketing and engagement pieces for charities
- Assist with managing the on-site Birdies for Kids tournament activation and charity participation
- Assist with strategy meetings, content generation and brainstorming of creative new ideas



## **Marketing**

- Assist in the creation of event collateral, such as pairing sheets, spectator guide, and ticket brochures
- Assist in the design and execution of email marketing promotions
- Bring a fresh and strategic perspective to the Shaw Charity Classic social media platforms, playing a substantial role in content generation including text copy and imagery design
- Assist in the coordination of photography and videography at special events and during the tournament
- Assist in trafficking the media buy & other grassroots marketing initiatives
- Assist in the coordination and execution of promotional events, contests, activations and on-site programs leading up to and during the tournament
- Assist with the creation and maintenance of sales and sponsorship collateral

## **Requirements**

- Must be a current post-secondary student that is returning to school in Fall 2019 (Business, Marketing, Public Relations, or Communications programs are considered an asset)
- Knowledge and interest in sports, event planning, and the non-profit sector are an asset
- Proficient in Microsoft Office Suite with good general computer literacy
- Knowledge of the Adobe Suite or other creative design platforms is considered an asset
- Excellent attention to detail and organizational skills
- Able to multi-task competing priorities while remaining flexible and calm under pressure
- Independent team player who is willing to jump in and support the entire team
- Motivated self-starter with a desire to learn
- Strong verbal and written communication skills
- Willingness to work nights, weekends, and holidays as required
- Must be available all days from August 23 – September 2

**NOTE:** The requirements of this position can be physically demanding and will require hours of work that are varied, irregular, and deemed necessary to meet the objectives of your employment.

**SALARY:** \$15.00/ hour + overtime

**HOURS:** Hours during May – June are expected to be 40 hours / week  
Hours to increase in July through end of tournament – Anticipate 50+ hours / week  
\*From August 19 – September 1 please anticipate 70-80 hours / week

**DEADLINE:** Sunday March 3, 2019 by 11:59PM MT

Please send a cover letter and resume by email to [info@shawcharityclassic.com](mailto:info@shawcharityclassic.com), and place in the subject line “Application – Community Investment and Marketing Assistant.”

The Shaw Charity Classic thanks all applicants but will only contact those who will be invited for an interview.