



Internship Program

Seasonal/Semester Based

- Fall
- Spring
- Summer (Off Season)

Internships Offered

1. Operations
2. Ticket Sales
3. PR/Media
4. Foundation & Community Relations
5. Sports Journalism

Internship Job Descriptions

Overview

The NWHL is the first professional women's hockey league in North America to pay its players. The inaugural season began October 11, 2015 with the Founding Four: Boston Pride, Buffalo Beauts, Connecticut Whale and New York Riveters. The Boston Pride became the first team in NWHL history to raise the Isobel Cup on March 12, 2016.

NWHL Internships provide a fun, engaging learning experience where participants get an up close opportunity to make an impact in this growing, history making pro sports league.

NWHL Internships are available in the following disciplines, with full descriptions linked.

- [Social Media/PR](#)
- [Operations](#)
- [Ticket Sales](#)
- [Foundation & Community Relations](#)
- [Sports Journalism](#)

The NWHL Internship consists of approximately a 12 to 16-week period, depending on the Intern's availability and school credit requirements. Internships may be league based (In New York area) or team based (In Boston, New York, Buffalo, or Connecticut), depending on interest & selection. **Please note: In Season Team based interns must be accessible to and provide own transportation to team home games.**

People of all abilities, gender identity and people of color are encouraged to apply.

Applying to an NWHL Internship

Candidates should submit an application via the NWHL website at NWHL.co/Internship.

Applicants will be required to provide the following information:

- Season/Semester applying with Availability Date Range(s)
- School Attending with credit information & requirements
- Internship Track(s) Applying For
- Cover Letter
- Resume
- Answers to questions in the application form
- Other materials as required for that position

Operations

The National Women's Hockey League is looking for qualified interns to join our Operations team. Our operations department at the league level develops and manages processes & procedures for team operations, as well as game day preparation and production. It also manages programs such as Box Office, merchandise and off season events such as Free Agency camps. The NWHL seeks interns who can contribute to event execution and general league operations in these areas.

This intern should be prepared to be flexible, work in a fast paced team environment, and will finish the internship having gained broad experience in various aspects of sports event management.

Requirements

The NWHL is looking for undergraduate or graduate students in the New York, Boston, Buffalo or Connecticut area who major in Business, Sports Management, Operations Management or Sports Marketing (though other major/degree applicants will be considered). This person should have excellent verbal and written communication skills, with at least some event management or transferrable skill experience. Applicants should also have public facing customer service experience. Keynote, Word and Excel, MS Project and Google Documents experience is a helpful, and will be considered when choosing the best applicants to consider and hire for this internship position.

Majors

Business, Operations Management, or Sports Management

Responsibilities

League Level

- Assist in the development of resources for teams to manage game day production.
- Assist in supporting teams in game day production
- Work with Merchandise vendor on inventory management and item production schedules & delivery
- Provide technical support to teams and league staff on merchandise & ticketing systems
- Document game day operations and provide recommendations to league for overall improvements.
- Assist in Game Day Operations locally
- Other tasks as assigned

Team Level

- Assist in creation of game day promotion activation & intermission activities
- Game Day Execution, including setup, management of promotions, fan participation, signage, broadcast production support, merchandise sales, post-game autographs, tear down and other game activities as assigned.
- Ensure merchandise is received and inventoried pre & post game
- Document game day operations and provide recommendations to league for overall improvements
- Provide a positive fan experience with a high level of customer service and support.
- Other tasks as assigned.

Social Media/PR

The National Women's Hockey League is looking for a qualified intern to join our Social Media and PR team. Our Social Media/PR department at the league level plans and executes social media campaigns and content planning for the NWHL account website. It also provides support, some content and guidelines to team based accounts. Team Social Media staff create and plan content for the team based accounts and do game day live activities across social media platforms. They also create content that is team focused for the NWHL and team websites & Press Releases. The NWHL seeks interns who can contribute to Social Media & PR efforts in these areas.

This intern should be prepared to be flexible, work in a fast paced team environment, and will finish the internship having gained broad experience in Social Media and Public Relations in sports.

Requirements

The NWHL is looking for undergraduate or graduate students in the New York, Boston, Buffalo or Connecticut area who is majoring in Marketing, Advertising, Public Relations or Digital Media (though other major/degree applicants will be considered). This person should have excellent verbal and written communication skills. Social Media platform experience is essential (Twitter, Facebook, Instagram, Periscope, Snapchat), gif making, Word and Google Documents experience is helpful, and will be considered when choosing the best applicants to hire for this internship position. Writing samples will be required in submitting an application to this position.

Majors

Marketing, Advertising, Public Relations or Digital Media

Responsibilities

League Level

- Assist in the development of content plans for Social Media
- Assist in the development of content plans for the NWHL and team level websites
- Ensure that league sponsor and partner social media agreements are met.
- Create and execute Social Media campaigns across platforms.
- Write content for the NWHL and team websites.
- Assist in Game Day Operations locally.
- Other tasks as assigned

Team Level

- Develop content plans for Team Level Social media across platforms.
- Write and post social media content for the assigned Team and games, include pre-game material, live in game posts, and post-game content.
- Ensure that league and team partner Social Media contract obligations are met.
- Assist on site with Game Day Operations, including setup and teardown.
- Provide a positive fan experience with a high level of customer service and support on site at games.
- Other tasks as assigned.

Ticket Sales

The National Women's Hockey League is looking for a qualified intern to join our Sales team. Our Ticket Sales department at the league level plans and executes ticketing operations & technical support for the league. It also creates and executes on Ticket Sales strategy and outreach for league level and team based Sales programs. Team Ticket Sales staff create and execute ticket sales strategy for their team (Community outreach, group sales, offer development and marketing). The NWHL seeks interns who can contribute to our Ticket Sales team in these areas.

This intern should be prepared to be flexible, work in a fast paced team environment, and will finish the internship having gained broad experience in Sales Operations in sports.

Requirements

The NWHL is looking for undergraduate or graduate students in the New York, Boston, Buffalo or Connecticut area who is majoring in Business, Marketing, Advertising or Sports Management (though other major/degree applicants will be considered). This person should have excellent verbal and written communication skills. Social Media platform familiarity (Twitter, Facebook, Instagram, Periscope, Snapchat), Word, Excel and Google Documents collaboration experience is helpful, and will be considered when choosing the best applicants to hire for this internship position. Majors

Majors

Business, Marketing, Advertising or Sports Management

Responsibilities

League Level

- Assist in the development of ticket sales strategy, marketing and planning
- Research and analysis of past ticket sales and other sports league sales strategies
- Work with social media team to publicise promotions
- Develop and manage a portfolio of group sales, youth hockey and other community contacts to work with to increase ticket sales league wide.
- Assist in Game Day Operations locally.
- Other tasks as assigned

Team Level

- Assist in the development of ticket sales strategy and planning for assigned team
- Research and analysis of past ticket sales and other area sales & promotional strategies
- Work with social media team to publicize promotions
- Develop and manage a portfolio of local group sales, youth hockey and other community contacts to work with to increase ticket sales for the team.
- Report to the Team GM and league office regularly on sales efforts and attendance.
- Assist in Game Day Operations locally and work at the team Box Office on home game days.
- Other tasks as assigned

Foundation & Community Relations

The National Women's Hockey League is looking for qualified interns to join our Foundation & Community Relations team. The Foundation seeks to grow the game and encourage women & girls hockey participation across North America. The NWHL seeks interns who can contribute to community relations, event execution and general league operations in these areas.

This intern should be prepared to be flexible, work in a fast paced team environment, and will finish the internship having gained broad experience in various aspects of sports event management and community relations.

Requirements

The NWHL is looking for undergraduate or graduate students in the New York, Boston, Buffalo or Connecticut area who major in Business, Sports Management, or Sports Marketing (though other major/degree applicants will be considered). This person should have excellent verbal and written communication skills, with at least some event management or transferrable skill experience. Applicants should also have public facing customer service experience. Keynote, Word and Excel, MS Project and Google Documents experience is a helpful, and will be considered when choosing the best applicants to consider and hire for this internship position.

Majors

Business, Sports Management or Sports Marketing

Responsibilities

League Level

- Assist in developing relationships with national/regional organizations to create programs dedicated to growing the game of hockey among youth and women/girls specifically.
- Assist in creating and managing league and team sponsored youth & adult hockey clinics, including coordination with sponsors, youth programs, players attending and event execution.
- Work with existing league partners to develop relevant programming.
- Other tasks as assigned

Team Level

- Assist in developing relationships with local community based organizations to create programs dedicated to growing the game of hockey among youth and women/girls specifically.
- Assist in creating and managing league and team sponsored youth & adult hockey clinics, including coordination with youth programs, players attending and event execution.
- Work with existing team partners to develop relevant programming.
- Work with Ticket Sales Interns to help translate community partnerships into game attendance.
- Assist in Game Day Operations locally and manage community organization presence on site at home game days.
- Other tasks as assigned

Sports Journalism

The National Women's Hockey League is looking for a qualified intern to join our Media Team as a Sports Journalism Intern. Our Social Media/PR department at the league level plans and executes social media campaigns and content planning for the NWHL account website. It also provides support, some content and guidelines to team based accounts. Team Content Writers pitch and write content for the NWHL website and team based websites. The NWHL seeks interns who can contribute to the Media Team efforts in these areas.

This intern should be prepared to be flexible, work in a fast paced team environment, and will finish the internship having gained broad experience in Sports Journalism.

Requirements

The NWHL is looking for undergraduate or graduate students in the New York, Boston, Buffalo or Connecticut area who is majoring in Journalism, English or Digital Media (though other major/degree applicants will be considered). This person should have excellent verbal and written communication skills. Previous journalism experience is essential, especially in Sports. Word and Google Documents experience is helpful, and will be considered when choosing the best applicants to hire for this internship position. Writing samples will be required in submitting an application to this position.

Majors

Journalism, English or Digital Media

Responsibilities

League Level

- Assist in the development of feature content plans for the NWHL and team level websites
- Write feature and profile pieces for the NWHL website
- Write pre-game "keys to the game" and post-game recaps for the NWHL website and team focused platforms.
- Assist in Game Day Operations locally.
- Other tasks as assigned

Team Level

- Assist in the development of feature content plans for the team.
- Write feature and profile pieces that are team focused. This could include articles such as player profiles, team activities & participation in community outreach and more.
- Write pre-game "keys to the game" and post-game recaps for the NWHL website and team focused platforms.
- Assist in Game Day Operations locally.
- Other tasks as assigned