



## Assistant Coordinator (Internship) SBX Group

### Position Overview

<b>Position / Division</b>	Assistant Coordinator (Internship) Events / Talent / Business Development
<b>Eligibility</b>	<b>Must be required to complete this internship for course credit</b>
<b>Term</b>	September 2025   Four (4) months
<b>Deadlines</b>	<b>Application Deadline:</b> August 6, 2025 <b>Start Date:</b> September 3, 2025  <i>Short listed applicants will be contacted for next steps</i>
<b>Location</b>	-Internship is out of Toronto office -However, will be done virtually -Company computer and phone will be provided for internship -Collaborate cross-functionally across all of our offices (Toronto, Miami, Las Vegas, Saskatchewan) -Work done via email, video meetings, and calls to interact and engage with the team
<b>Compensation</b>	\$1,000 honorarium per 4 month term
<b>How to Apply</b>	Please send your resume and cover letter to <a href="mailto:mclarke@wearesbx.com">mclarke@wearesbx.com</a>  <u>Subject line:</u> Attn: Assistant Coordinator Position - September 2025

### About SBX:

SBX Group is a global sport, entertainment and lifestyle agency. The firm focuses on three business verticals.

- Talent: Representing the business and brands of leading athletes and personalities.
- Events: Creating, owning and operating leading large-scale entertainment properties such as the 2018 NCAA Duke International Tour, Sistine Chapel Exhibit, Red Bull Ice Cross World Championship series, Princess Diana: Accredited Access, and more.
- Consulting: Assisting brands with their marketing strategies and plans within sport, entertainment, and lifestyle areas. Current and past clients include TheScore, Pizza Hut, Lune Rouge.

### Our Story:

Our focus is to be disruptive, hungry for growth and entrepreneurial for our firm and our clients.

We offer the personal connection and care for clients that comes with a boutique firm, forged with the assets, capabilities, network and reach to succeed on a global level.

We have an intimate understanding of all sides of the equation - talent, property, brand - because we live and breathe it everyday.

*We are **Creators**. We are **Hunters**. We are **Builders**. **We are SBX.***



## **The Job Details and Key Accountabilities**

### **1: STRATEGY**

**Provide research, analysis and support in the development and execution of marketing and partnership strategies for some of SBX's leading property and brand clients:**

- Assisting the Strategy team in the day-to-day fulfillments and responsibilities of our consulting client portfolio; from ideation through evaluation
- Brainstorming concepts and providing research to uncover key insights as it pertains to a client's business environment
- Supporting the management of relationships with clients, partners, vendors and/or other stakeholders
- Supporting brand clients marketing campaigns - including creative, design and rebrand, content marketing and advertising campaigns
- Building and managing dynamic project timelines and ensuring Strategy team is hitting all deliverables through providing detailed action item summary reports on a weekly basis
- Assist in the building of client facing materials that may not be limited to research, proposals and presentations
- Participating in internal / external client phone calls and strategy meetings for the purpose of keeping detailed notes and noting all key deliverables coming off of the meeting
- Assist in maintaining SBX's social media / digital presence through our social media channels and website

### **2: EXHIBITION BUSINESS**

**Support the business of a multi-city exhibition tour and permanent exhibit location through:**

- Supporting SBX's business development team in identifying cities or hosts to bring the exhibit to
- Working on operational development of the exhibit division and new properties, including design, production, logistics, merchandising, public relations, social media, marketing and advertising, stakeholder management, etc.
- Assist in building EOI documents / RFP's pertaining to the exhibit business

### **3: TALENT & BUSINESS DEVELOPMENT**

**Supporting the operation of SBX's Talent Division in the representation of top sport and entertainment talent:**

- Support the operation, marketing, design and fulfillment of SBX's various talent's product and business lines (e.g. merchandise, apparel, beverages, literary, content platforms, etc.)
- Being a resource in developing and maintaining each client's brand strategy and activation plans in market
- Ensure all marketing materials for our clients are consistently up to date including websites, sales documents, media kits, etc.
- Participate in internal and external calls - take notes, build action items, and execute
- Support the SBX team in recruiting new talent/clients
- Assist the SBX team in delivering and executing on client partnership components
- Coordinating appearances, partner deliverables execution, social media posts, and creating briefs for clients
- Researching and identifying opportunities in market for SBX's talent; ie. providing background information on companies and sponsorship summary reports
- Developing prospect lists and analysis of opportunities in the market for potential partnership opportunities
- Research, think about and share ideas
- Remain up-to-date on current domestic and international sports and entertainment markets
- Build proposals/sales decks/information documents that effectively communicate the idea to potential partners
- Attend sales and strategy meetings

## **Skills & Expertise:**

Research • Analysis • Critical & Creative Thinking • Writing & Content Development • Interpersonal & Communication Skills • Organization • Design & Presentation • Social Media & New Media