



**Organization:** Wheelchair Rugby Canada

**Position Type:** Internship

**Location:** Hybrid (Remote + with in-person opportunities at events)

**Duration:** 3-8 months, start date of September or October 2025

## About Wheelchair Rugby Canada

Wheelchair Rugby Canada (WRC) is the National Sport Organization responsible for the development and promotion of wheelchair rugby in Canada. With a rich history of international success, including Paralympic and World Championship medals, WRC is committed to growing the sport and sharing the stories of our athletes nationwide.

## Position Overview

WRC is seeking a motivated and creative **Media & Communications Intern**. This role is designed to be flexible and adaptable, giving students the opportunity to “build their own experience” by focusing on the areas that best match their skills and career goals.

From photography at national events, to graphic design, to social media planning and analytics — interns can choose which projects they’d like to contribute to most, while gaining exposure to a wide range of communications activities in a National Sport Organization.

## Key Tasks

The intern will assist the organization with the following:

- **Event Coverage:** Support photography/videography at in-person events (Nationals, Selection Camps, etc.) and assist with media coverage on-site.
- **Content Creation:** Assist with editing photos/videos, creating graphics, and drafting engaging content for social media, newsletters, and blogs.
- **Digital Campaigns:** Help plan and execute marketing campaigns to promote events, programs, and brand initiatives.
- **Media & Archives:** Assist in building out WRC’s photo database, pull historical photos, and compile media contact lists.
- **Social Media Planning:** Contribute to developing a social media calendar and coordinating/scheduling posts.
- **Analytics & Research:** Support monitoring of campaign performance, compile basic reports, and help identify new content opportunities and trends.
- **Brainstorming & Collaboration:** Participate in creative sessions to generate ideas for storytelling, promotions, and brand growth.



## Learning Outcomes

This internship is structured to allow students to tailor their experience to their interests while supporting the work of the Communications Coordinator. The intern will:

- Learn how communications and media are managed within a National Sport Organization.
- Gain hands-on experience in digital marketing, content creation, and event coverage.
- Develop skills in visual storytelling, audience engagement, and campaign strategy.
- Learn to evaluate content performance and apply insights to future projects.
- Strengthen organizational and creative problem-solving skills in a real-world sport environment.

## Qualifications

- Currently enrolled in a full-time post-secondary program in marketing, communications, media, or a related field.
- Legally authorized to participate in a work placement in Canada.
- Strong oral and written communication skills.
- Knowledge of social media trends and content creation practices.
- Creativity and an interest in storytelling.
- Familiarity with design/photo/video tools (Adobe Creative Suite preferred).
- Highly organized, adaptable, and eager to learn.
- Fluency in French is an asset

## Benefits

- Flexible, customizable experience tailored to your interests.
- Opportunity to build a professional portfolio in areas like design, video, photography, and writing.
- In-person exposure at national-level sport events.
- Mentorship from WRC's Communications & Media Coordinator.
- Insight into the communications strategies of a National Sport Organization with a Paralympic program.
- Honorarium of \$1,500
- All expenses covered for in-person events

**Please submit your resume and cover letter to [communications@wheelchairrugby.ca](mailto:communications@wheelchairrugby.ca)**