



Street Team Member
Calgary Surge | REAL Entertainment & Culture Inc.

Job Type: Casual, Part-Time, Event-Based
Location: Calgary, AB
Contract Term: October 2026 – April 2027
Compensation: \$15.00/hour

About the Calgary Surge

At the Calgary Surge (REAL Entertainment & Culture Inc.), our mission is to reflect, entertain, and unite the city through the power of basketball and the arts. Our job is to consistently create authentic and engaging entertainment experiences and evoke pride in all who call Calgary home. We are a professional basketball team that represents the height of the sport in our city and are committed to growing the game across all four corners of the city. We are passionate about pushing the boundaries of convention as we serve increasing numbers of Calgarians, sport and arts and culture organizations, and corporate brands as the city's *Home Team*.

We are looking for enthusiastic and reliable individuals to join our Street Team and help represent the Calgary Surge at events and activations throughout Calgary during the off-season.

About the Canadian Elite Basketball League (CEBL)

A league created by Canadians for Canadians with a mission to develop Canadian players, coaches, sports executives, and referees, the CEBL boasts the highest percentage of Canadian players of any pro league in the country with 75% of its rosters being Canadian and a record 10 players with NBA experience in 2024. Players also bring experience from the NBA G League, top international pro leagues, the Canadian National team program, NCAA programs, as well as U SPORTS and CCAA. Fourteen players have signed NBA contracts following a CEBL season, and numerous CEBL players attend NBA G League training camps every year. The CEBL season runs from May through August with games broadcast live on CEBL+ powered by BetVictor, TSN, TSN+, RDS, Game+, Next Level Sports & Entertainment and Courtside1891. More information about the CEBL is available at [CEBL.ca](https://cebl.ca) and @cebleague on Instagram, Twitter, TikTok, LinkedIn, Facebook & YouTube.

About the Calgary Surge Professional Basketball Club

The Calgary Surge tipped off their inaugural season at the WinSport Event Centre in May 2023, after originating as the Guelph Nighthawks, one of the founding members of the Canadian Elite Basketball League (CEBL). From day one, the Surge have been committed to being the *Home Team* for Calgary and a space where everyone is welcome. The Calgary Surge are active members of the community and have participated in hundreds of events (and counting) around the city that connect the team with diverse communities through sport and entertainment. The Surge have made back-to-back CEBL Championship Weekend appearances and were crowned Western Conference Champions in 2023. Fans can expect even more excitement for 2025!

Job Summary

We are looking for enthusiastic, community-driven individuals to join our Street Team. Reporting to the Marketing & Operations Coordinator and the Manager of Marketing & Analytics, you'll represent the Calgary Surge across a variety of community events, promotional activations, basketball initiatives, fairs, camps, appearances, and other events throughout the off-season. As a Street Team Member, you'll play a key role in creating memorable fan experiences, fostering community connections, and driving excitement around the Calgary Surge brand.

This is a casual, event-based position, making it a great opportunity for someone who enjoys working with people, attending events, and being part of the Calgary sports and entertainment community.

You will help create positive experiences for fans and community members while increasing awareness and excitement around the Calgary Surge.

Key Responsibilities

- Engage with fans, community members, partners, and event attendees.
- Approach and interact with members of the public to create awareness and excitement around the Calgary Surge.
- Maintain a positive, enthusiastic, and friendly demeanour that reflects the brand's values and tone.
- Distribute flyers, promotional materials, giveaways, and other branded items.
- Be knowledgeable about the brand, product, or event to answer common questions or provide additional information about the Calgary Surge, upcoming games, events, camps, programs, and community initiatives.
- Support promotional activations, contests, giveaways, and fan engagement activities.
- Assist with event setup, teardown, and maintaining an organized activation space.
- Assist with ticketing initiatives, merchandise, and other event-related activities when required.
- Note public reactions, questions, and feedback that may help the brand improve its marketing approach.
- Help transport, organize, and maintain event materials and equipment.
- Assist with setting up any physical displays or signage and make sure all materials are properly cleaned up afterward.
- Assist with receiving, unpacking, and organizing new inventory.
- Follow event procedures, safety requirements, and direction from Calgary Surge staff.
- Provide a welcoming and engaging experience for members of the public.
- Stay updated on company guidelines, promotions, and seasonal launches.
- Represent the Calgary Surge in a professional, positive, and enthusiastic manner.
- Complete other reasonable event-related duties as assigned.
- Work closely with other team members to achieve fan engagement goals and create a positive environment.
- Support other ambassadors as needed with tasks such as organization, greeting customers and fans, or inventory handling.

Let's Talk About You

You have proven experience in customer-facing and retail-based environments and possess interpersonal skills that have led to sales, customer satisfaction, and top-tier execution. You have a passion for our city and for connecting Calgarians with authentic entertainment and culturally relevant experiences.

We're looking for people who are:

- Friendly, outgoing, and comfortable approaching and speaking with the public.
- Reliable and punctual.
- Professional and positive when representing the Calgary Surge.
- Comfortable working in busy event environments.
- Strong communicators who can confidently answer questions and engage with different audiences.
- Able to work independently while also contributing to a team.
- Comfortable standing and remaining active throughout an event shift.
- Interested in basketball, sports, entertainment, events, marketing, or community engagement.
- Available for a variety of evenings, weekends, and holidays throughout the off-season.

Education:

- Interest or currently studying in Business, Marketing & Communications, Sport Management, or a related field.

Experience & Qualifications:

- Must have an outstanding customer service mentality.
- Customer-focused with excellent communication and interpersonal skills.
- Must be a flexible and reliable team player.
- Ability to work autonomously and in a team.
- Flexible availability, including weekends and holidays.
- Ability to multi-task and work in a fast-paced environment.
- Valid Driver's License.

What You Can Expect

- \$15.00/hour through the Calgary Surge payroll process.
- Casual, event-based work with shifts scheduled based on off-season events and activations.
- Opportunities to gain hands-on experience in sports, events, marketing, and community engagement.
- The opportunity to represent Calgary's professional basketball team at events across the city.
- A fun, team-oriented work environment.

Please note that this is an event-based position and does not guarantee a minimum number of shifts or hours. Shift availability will vary based on the Calgary Surge's off-season event schedule.

Unique Working Conditions

Creating professional basketball and entertainment experiences doesn't always happen between 9 and 5. This position may require irregular hours, including attendance at several community functions and special events. The successful candidate works effectively within a team environment and maintains composure when under pressure. The successful candidate must be able to balance and prioritize demands from a variety of sources, both internal and external, and deal effectively with commercially sensitive as well as confidential information.

How to apply

If you're outgoing, reliable, enjoy working with people, and want to get involved with the Calgary Surge during the off-season, we'd love to hear from you.

Please submit:

- Your current resume
- A short cover letter or introduction telling us a little about yourself, your availability, and why you're interested in working with the Calgary Surge.

Please send the above to info@calgarysurge.ca with the subject line "Street Team - Your First Name Your Last Name"

*Calgary Surge is an equal-opportunity employer and welcomes applications from all qualified candidates.
Only those who are selected for an interview will be contacted.*