



Marketing Internship - CEBL

Position: Marketing Intern

Reports To: Manager, Communications and Content

Location: Hybrid, Remote/CEBL Office (Stoney Creek)

Job Type: Full-time internship (May-August)

Compensation: Honorarium upon completion of internship

Please note that this internship opportunity is for academic credit only

About the Canadian Elite Basketball League (CEBL)

The Canadian Elite Basketball League (CEBL) is Canada's professional basketball league, with 10 member clubs across six provinces. Blending global innovation with local connection, the league is redefining how the game is played and experienced while rooting its teams deeply in communities coast to coast. With a fan base of 4.1 million Canadians – up 57 per cent since 2022 – the CEBL has cultivated Canada's youngest basketball audience, with more than half of its fans aged 34 or younger. Its rapid growth reflects its ability to connect authentically with a new generation of basketball fans while expanding the sport's cultural footprint nationwide.

In 2025, the CEBL featured 17 players with NBA experience, and nearly 70 per cent of its athletes were Canadian – the highest proportion of domestic talent in any professional sports league in the country. To date, nearly 40 players have signed NBA contracts following CEBL seasons, which run from May through August. Visit [CEBL.ca](https://www.cebl.ca) or follow @cebleague on social media.

Position Overview

The Marketing Intern will play a key role in supporting the CEBL's marketing and communications initiatives across digital, social, and community platforms. This role offers hands-on experience in digital marketing, campaign management, storytelling, and brand communication within Canada's premier professional basketball league. The successful candidate will contribute to national and team-level campaigns, assist in reporting and research, and collaborate with departments across the organization to help grow the league's audience and brand presence.

Key Responsibilities

- Assist in developing and managing digital marketing campaigns across multiple platforms.
- Support weekly campaign reporting and analysis for league and team initiatives, helping identify trends and opportunities for improvement.
- Contribute to the ideation, planning, and execution of marketing campaigns and activations for both the league and its teams.
- Support campaign budget tracking and administrative tasks related to marketing projects.
- Assist in developing editorial-style content, including player features, interviews, and league storylines.
- Work collaboratively with the marketing and sponsorship departments on campaign research, digital communications, and audience engagement.
- Assist with the creation and distribution of e-newsletters, blogs, and other digital publications.
- Support community relations initiatives, league events, and day-to-day operations of the CEBL head office.



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- Contribute to the compilation of league statistics and records to support marketing and storytelling efforts.
 - Perform additional administrative and marketing-related duties as assigned.
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Qualifications

- Currently enrolled in a Sport Marketing, Business, Communications, Sport Management, or related academic program that includes an internship credit component.
 - Strong understanding of digital marketing tools, analytics, and social media trends.
 - Experience maintaining and updating websites or content management systems (e.g., WordPress) considered an asset.
 - Excellent written and verbal communication skills, with a demonstrated ability to write engaging and professional content.
 - Proficient in Microsoft 365 and the Google Suite of tools; familiarity with CRM systems (e.g., HubSpot, Salesforce) and marketing platforms (e.g., Mailchimp, Hootsuite, Sprout Social) is an asset.
 - Valid driver's license preferred.
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Required Skills

- Exceptional writing, storytelling, and communication skills.
 - Strong attention to detail and a commitment to seeing projects through to completion.
 - Proven work ethic and ability to meet deadlines in a fast-paced environment.
 - Demonstrated ability to analyze data and extract actionable insights.
 - Creative mindset with the ability to contribute fresh ideas to campaigns and content.
 - Ability to work both independently and collaboratively within a team.
 - Prior experience in digital marketing or content creation is an asset.
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Availability

- Monday – Friday, 9:00 AM – 5:00 PM
 - Some evening and weekend availability may be required
 - Internship Term: May-August 2026
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Application Details

Interested candidates are invited to submit their resume, cover letter, and any relevant portfolio samples to **Shelby Vilneff** at svilneff@cebl.ca with the subject line: **“Marketing Internship”**

Application Deadline: March 27, 2026

The CEBL is proud to be an equal opportunity employer, committed to fostering an inclusive, equitable, and accessible workplace where every team member feels valued and empowered to reach their full potential.



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We thank all applicants for their interest; however, only those selected for an interview will be contacted.