



Public Relations & Social Media Internship - CEBL

Position: Public Relations & Social Media Intern

Reports To: Social Media & Communications Manager / Sr. Director of Communications & Community Relations

Location: Stoney Creek, ON - CEBL Head Office/Hybrid

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 league head office is in search of a passionate self-starter to join our fast-paced and innovative team, focussing on assisting our social media, communications and community relations endeavours. The selected candidate will support these areas to help showcase the CEBL and its team brands in an elite and professional manner to national and international media, in the community and across our social media and digital channels.

Key Responsibilities

- Effective assistance in developing and managing web and social media content across multiple channels
- Assist in the building of "editorial" style copy, interviews, and unique storylines from around the league and professional basketball in Canada
- Support the Social Media & Communications Manager in all digital marketing, communications, reporting, and research-oriented tasks to help build unique trends, insights, relationships and audience affinity
- Work in collaboration with the CEBL content team and support the publication of monthly newsletters, blog updates, and timely content as needed
- Assist with Community relations initiatives
- Assist with CEBL stats and record book compilation
- General administrative, business-based and event support tasks for the league's head office as assigned
- Other duties as assigned



Qualifications

- Currently studying sports marketing, business, sports management or a related field with an approval by your school to receive course credit for the internship
- Back-end experience maintaining and updating websites considered an asset
- Strong understanding of digital marketing tools and trends
- Valid Driver's Licence
- Proficient in all Microsoft Office Applications
- Proficient with the Google Suite of tools
- A keen eye for detail and ability to research stats and storylines
- A proven ability and excellence in writing
- A proven work ethic with experience working in the sport industry or a related creative field
- Able to meet deadlines as assigned in a very fast-paced environment
- Attention to detail and desire to follow a project throughout completion
- Excellent in communication and strong listening skills
- Able to work autonomously as well as in a team environment

Availability

- Monday - Friday (9 AM - 5 PM)
- Some evening and weekend availability may be required
- Academic term (May-August 2026)

Application Details

Applicants should forward their resume, cover letter and any relevant portfolios to **Shelby Vilneff** at svilneff@cebl.ca with subject line, **"Public Relations & Social Media Internship"**.

Application Deadline – March 27, 2026

The CEBL is an equal opportunity employer and welcomes all qualified applicants. We are committed to fostering an inclusive, equitable, and accessible workplace where every team member feels valued, respected, and supported, and the opportunity to reach their full potential.

We thank all candidates for their interest; however, only qualified applicants will be contacted.