

# MONTREAL ALLIANCE - CEBL

## JOB OPENING



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<i>Job Title :</i>	<i>Sales and Ticket Intern</i>
<i>Start Date :</i>	<i>April 27, 2026</i>
<i>Job Status :</i>	<i>Temporary part-time position (20 hours/week)</i>
<i>Workplace :</i>	<i>Verdun Auditorium</i>

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### JOB PURPOSE

Reporting to the Sales and Ticketing Manager, the Sales and Ticketing Intern will support the department's daily operations and assist with the various tasks and deliverables under this group's responsibility.

This internship offers a unique opportunity to gain practical and formative experience in the professional sports industry, within a stimulating and collaborative environment.

The position is part-time (20 hours/week) for a duration of four months (May to August), with a schedule that will be adapted to academic commitments.

The ideal candidate is passionate about sports—ideally basketball—curious, thorough, and motivated to learn and contribute to the department's success.

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### MAIN RESPONSABILITIES

#### RESEARCH AND PROSPECTING

- Identify organizations and contacts within schools, CEGEPs, and universities
- Identify target groups (sports camps, teams, organizations, day programs)
- Organize and maintain a current list of prospects in the CRM system;
- Assist with the planning and evaluation of promotions and themed packages;
- Support the lead generation strategy by proposing creative approaches;
- Awareness campaigns, local partnerships, group offers

#### MARKET AND COMPETITIVE ANALYSIS

- Identify ticket buyer profiles and their purchasing behaviors
- Analyze the Montreal sports market to identify new opportunities and products
- Examine season ticket purchasing trends (who buys them and why)

#### MARKETING SUPPORT

- Identify ideas for customer loyalty and retention campaigns during the season:
  - Upsell opportunities, contests, etc.
- Contribute to the creation of marketing content related to ticketing:
  - Visuals, copy, newsletters, social media posts, etc.

#### OPERATIONAL SUPPORT

- Assist with logistics for off-season events and game days:
  - Seating charts, VIP ticketing, group reservations, courtside sections, and the Club
- Collaborate with other departments to ensure that game-day requirements are communicated effectively

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### REQUIREMENTS AND DESIRED PROFILE

- Bachelor's degree or college diploma in marketing, communications, management, or a related field (completed or in progress)
- Strong interest in the sports industry and event marketing
- Excellent ability to work under pressure and manage multiple priorities simultaneously
- Team player, proactive, creative, and self-motivated
- Flexibility regarding schedule (games, evenings, and weekends as needed)
- Excellent communication skills in French and English (spoken and written)
- Proficiency in basic computer software (Microsoft Office, Canva, or equivalent is a plus)
- Knowledge of basketball or experience in the sports industry is a plus

***Interested candidates may submit their resumes by April 6, 2026, at the latest to [RH@AllianceMontreal.ca](mailto:RH@AllianceMontreal.ca) Please include the job title in the subject line of your email.***

***Please note that only candidates selected for an interview will be contacted.***