OTTAWA BLACKJACKS PROFESSIONAL BASKETBALL CLUB
Content & Digital Marketing Internship

Position: Content & Digital Marketing Intern
Reports to: Brand & Creative Manager
Location: In-office; Ottawa, ON
Job Type: Unpaid internship; must be completing an internship for academic credit.

Position Overview
The Ottawa BlackJacks are seeking a creative and motivated applicant to support our marketing team ahead of the 2027 CEBL season. Working alongside the Brand & Creative Manager, you will gain hands-on experience in social media, content creation and digital marketing while helping connect the BlackJacks with fans across the Capital Region.

Responsibilities (including, but not limited to)
- Assist with planning, creating and scheduling social media content.
- Capture photos and video at community events, school visits, mini camps and other team activities.
- Edit short-form videos for Instagram Reels, TikTok and YouTube Shorts.
- Write captions and digital copy that reflect the BlackJacks' brand voice.
- Create graphics and adapt approved assets for social media, email and web.
- Coordinate with third-party partners and agencies on content requests, assets and delivery timelines.
- Support the content calendar, organize assets and prepare content for review.
- Assist with website updates and email marketing campaigns.
- Monitor social media engagement, track content performance and contribute new ideas.
- Support content initiatives for sponsors and community partners.

Required Skills
- Strong written and verbal communication skills and attention to detail.
- Familiarity with social media platforms and engaging digital content.
- Basic photography and video editing skills, including smartphone content.
- Experience with tools such as Canva, CapCut or Adobe Creative Cloud.
- Strong organization and time management skills.
- A creative, reliable and collaborative approach to work.
- Ability to work independently with guidance, incorporate feedback and meet deadlines.

Qualifications
- Currently studying marketing, communications, digital media, journalism, graphic design, sport management or a related field.
- Must be completing an internship for academic credit.
- An interest in sports and community storytelling is considered an asset.

- Experience creating content for a student organization, personal project, business or sports team is considered an asset.

Availability

- Must be available for in-office hours during the week.
- Occasional evening and weekend availability may be required for events and content coverage throughout the Capital Region.

Term

Winter 2027 (January to April 2027). Flexible start and end dates.

Application Process

Submit your cover letter and resume to **info@theblackjacks.ca** with the subject line **"CONTENT & DIGITAL MARKETING INTERN"**.

Please include a portfolio or content samples, if available. Class assignments, personal projects, social media posts, photography, graphics and videos are welcome.

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

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

About the Ottawa BlackJacks:

The first expansion franchise of the Canadian Elite Basketball League (CEBL), the Ottawa BlackJacks are a professional men's basketball team competing out of The Arena at TD Place. The club is committed to excellence on-and-off the court and aims to inspire community pride, foster grassroots development and deliver an unparalleled fan experience. For more information, visit theblackjacks.ca.

About the CEBL:

The Canadian Elite Basketball League (CEBL) is Canada's professional basketball league, with 10 teams across six provinces. With a fan base of 4.1 million Canadians—up 57% since 2022—the CEBL has the youngest audience in Canadian pro sports, with over half its fans under 35. In 2025, the league featured 17 players with NBA experience, and nearly 70% of its athletes were Canadian, the highest domestic representation in any Canadian pro league. Nearly 40 players have gone on to sign NBA contracts after CEBL seasons. Learn more at CEBL.ca or follow @cebleague