



## **Peterborough Petes Campus Ambassador**

*Peterborough Petes Hockey Club*

The Peterborough Petes Hockey Club, the oldest continuously operating team in the Ontario Hockey League, is seeking Campus Ambassadors for the 2018-19 season.

The Petes Business Operations team functions like a startup company, complementing the team's long history of success, with creativity and entrepreneurialism necessary attributes for all staff and volunteers. Each member of the organization plays a key role in, and takes ownership of, the team's accomplishments. As a result of this culture, all staff and volunteers enjoy opportunities for professional and personal development in diverse areas, which helps the individual and team thrive.

The Peterborough Petes Campus Ambassadors are highly motivated members of the Peterborough Petes team. The Ambassadors are supervised directly by the Executive Director of Business Operations and Engagement Coordinator, and must form exceptional working relationships with the Sales & Marketing Manager, Game Operations & Community Events Coordinator, and other key internal and external stakeholders.

The successful candidates will be responsible for engaging Trent University and Fleming College students, encouraging increased attendance at games and helping these students – many of whom are calling Peterborough "home" for the first time – form stronger bonds with and within their community.

Specific duties consist of ticket and merchandise sales on campus, attending all home games, engaging fans at the games and encouraging increased energy and enthusiasm.

The successful candidates should be energetic, outgoing, positive, and well-respected members of their communities. No formal experience is required for this role, but an attention to detail and understanding of the goals and requirements of a not-for-profit, junior hockey team are assets.

### Responsibilities

The main responsibilities of the Peterborough Petes Campus Ambassadors are to:

- Attend every Peterborough Petes home game (exhibition, regular season, and home games) – tickets provided by team
- Promote the Peterborough Petes on campus and in the community

- Work with other Campus Ambassadors to grow the Petes brand locally
- Sell tickets and merchandise, or support the sale of tickets and merchandise, to peers
- Support new and existing team initiatives and provide feedback to team where necessary
- Serve as a visible member of the Petes brand and Peterborough community
- Work with Petes game operations staff to create a more exciting game experience
- Report back on student activity and interest happening on campus
- Assist in the creation of “chirp charts” and propose new ideas to engage fans
- Participate in special team events or promotions as available

#### Qualifications and Requirements

- Ability to attend every Peterborough Petes home game (exhibition, regular season, and home games) – tickets provided by team
- Must be a current student at Fleming College or Trent University
- Excellent communication skills
- A contagious, positive attitude
- Strong time-management and organizational skills
- Ability to thrive as part of a team

#### Compensation

- Petes season ticket
- Official team merchandise
- Sales contests and incentives
- Other perks sporadically throughout season (food and beverage, invitations to special events, etc.)

*\*To apply for this position, please submit résumé and cover letter to [info@gopetesgo.com](mailto:info@gopetesgo.com) with the subject line “<full name> - Campus Ambassador Application”*