Digital Media Internship – Canberra Brave (2027 AIHL Season)

Location: Canberra, ACT
Duration: April – August 2027
Reporting to: Marketing Manager
Hours:

- **Up to 50% of Game Days (April–August; Home & Away):** Approximately 3-4 hours per game (15 games total split between home and away season)
- **Office / Training Hours:** Up to 1 day per week (March–August) based on draw OR 1 training night per week 6-8pm pending availability

About the Opportunity

The Canberra Brave are seeking an aspiring sports journalist or writer to join our Digital Media Internship Program for the 2027 AIHL season.

This role is designed for someone with a strong understanding of ice hockey who wants to develop practical experience in sports journalism, match reporting, interviewing and digital storytelling.

Working alongside the Canberra Brave media and marketing team, the Digital Media Intern will help tell the stories behind the team and the season through match previews, feature articles, interviews, player stories and other editorial content.

This internship is primarily focused on written and editorial content rather than live social media production, making it ideal for someone interested in building experience in sports journalism and club media.

This role is ideal for students or emerging creatives looking to develop their skills in social media, digital storytelling, and sports communications.

Please note, due to the nature of the internship and intensity of requirements, two internships are available within this team, with the workload split equally between home and away games and rostered in advance.

Key Responsibilities

Match Coverage (Primary Focus)

- Research and write match previews ahead of Canberra Brave fixtures.
- Identify key narratives and talking points ahead of games.
- Develop match reports and other editorial coverage throughout the 2027 AIHL season immediately after a game.

- Attend rostered home games, preparing for match report during the game and developing relevant questions based on the game for post-game media
- Watch rostered Away games remotely via AIHL.TV and prep match report for distribution immediately after game completion.
- Research opposition teams, players, statistics, form and relevant league storylines.
- Assist with communicating hockey-specific information in an accessible way for both established and newer fans.
- Support coverage of major milestones, finals and key moments throughout the season.
- Maintain a stats tracker, recording player games, points, goals and other stats relevant to milestones.

Features and Storytelling

- Pitch and develop feature stories about Canberra Brave players, coaches and the wider club.
- Support Marketing Manager conduct player, coach and staff interviews as required.
- Write player profiles, milestone stories and human-interest features.
- Identify interesting stories throughout the season that go beyond results and statistics.
- Contribute longer-form content for the Canberra Brave website and digital platforms.
- Support media releases and other written club communications where appropriate.

Editorial & Digital Content

- Work with the media team to identify stories that can be adapted across the Brave's website and social media channels.
- Assist with researching statistics, historical information and league records.
- Support fact-checking and proofreading of hockey-related content.
- Contribute ideas during editorial and content planning meetings.
- Work alongside the social media and photography teams to package stories with supporting digital content.
- Help maintain consistency in tone, accuracy and quality across written content.

What You'll Gain

- Practical experience in sports journalism within a national sporting competition.
- Published writing for Canberra Brave digital channels.
- Experience interviewing athletes and working within a professional sporting environment.
- Development of skills across sports reporting, feature writing, research and interviewing.
- Exposure to media relations and the wider communications operations of a sporting organisation.
- Opportunities to build a strong sports journalism portfolio and industry contacts.
- Experience translating hockey knowledge into engaging stories for a broad audience.

Ideal Candidate

We're looking for someone who is:

- Is studying or interested in journalism, sports journalism, communications, media or a related field.
- Is a confident writer with strong grammar, research and storytelling skills.
- Has a genuine interest in covering sport and telling athlete and team stories.
- Can identify interesting angles beyond simply reporting scores and results.
- Is comfortable interviewing players, coaches and other stakeholders.
- Can work independently, meet deadlines and respond to a changing sporting environment.
- Has strong attention to detail and an understanding of journalistic accuracy.

Hockey Knowledge

A strong working knowledge of ice hockey is required for this internship.

Applicants should understand the fundamentals of the game, common hockey terminology, positions, statistics and how a hockey season operates.

Existing knowledge of the AIHL and Canberra Brave is highly regarded, but applicants are not expected to know every player, team or storyline before joining the program.

The ability to quickly understand game context, identify meaningful storylines and write accurately about hockey will be essential.

Application Details

Applications close Monday 25th January unless positions are filled prior.

Please email your expression of interest with your resume, portfolio and cover letter to Payton Gregor (payton.gregor@supercurious.au).

Writing samples do not need to have been professionally published. University assignments, blogs, personal writing or independently produced sports coverage are welcome.

Applicants may also be asked to complete a short hockey-related writing exercise as part of the selection process.