Social Media & Content Internship – Canberra Brave (2027 AIHL Season)

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

- **Home Game Days (May–August):** Approximately 5-6 hours per game (15 home games total)
- **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 creative, enthusiastic and driven individuals to join our Social Media & Content Internship Program for the 2027 AIHL season.

This internship offers hands-on experience creating content within a live sporting environment, with a strong focus on social media coverage of Canberra Brave home games.

Working alongside the Brave media and marketing team, interns will help bring fans closer to the action through engaging, timely and platform-first content while gaining practical experience across social media management, content production and sports marketing.

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

Key Responsibilities

Game Day Content (Primary Focus)

- Support live social media coverage of Canberra Brave home games throughout the 2027 AIHL season.
- Capture short-form video, behind-the-scenes content, player moments, crowd atmosphere and other game-day content.
- Assist with producing and publishing content across platforms including Instagram, TikTok and Facebook.
- Identify engaging moments and content opportunities throughout games.
- Assist with player interviews, fan content and social-first activations.
- Support the wider media team to ensure timely and consistent game-day coverage.
- Work collaboratively with photographers, digital media interns and other members of the game-day media team.

Season-Long Content Creation

- Assist with the development of social media content outside of game days.
- Contribute ideas for player-led, team-led and fan-focused content.
- Support filming and production of interviews, features, trends and short-form video.
- Assist with content scheduling, planning and preparation.
- Participate in content shoots, media days, training sessions and other club activities where opportunities arise.
- Help identify emerging social media trends and ways they could be adapted for the Canberra Brave audience.

Office & Team Support

- Attend up to one day per week in-office with Supercurious (Brave's marketing agency) from March to September to assist with planning, scripting, research, and content preparation or editing.
- Participate in creative meetings and contribute ideas to grow the Brave's digital presence and fan engagement.
- Work collaboratively with the marketing, media, and team operations staff.
- Work with the video production team (if skills available) to produce additional assets for digital media and game day teams.

What You'll Gain

- Hands-on experience producing social media content for a national-level sporting organisation.
- Experience working in a fast-paced live sports environment.
- Practical skills across short-form video, social media publishing, content planning and digital storytelling.
- A portfolio of published work across Canberra Brave digital channels.
- Exposure to sports marketing, media operations and professional content workflows.
- Mentoring and feedback from experienced media and marketing professionals.
- The opportunity to contribute meaningfully to the club's season-long digital presence.

Ideal Candidate

We're looking for someone who is:

- Studying a sports media, communications, journalism or marketing related degree
- Confident using major social media platforms, with an eye for emerging trends and best practices.
- A strong writer with the ability to meet deadlines and maintain brand voice.
- Creative, proactive, and able to work independently during live events.

- Comfortable working in a dynamic sports environment, especially on evenings/weekends and available for most home games throughout the season.
- Is comfortable filming and creating content using a smartphone.
- Has experience with, or an interest in learning, editing platforms such as CapCut, Adobe Premiere Pro or similar.
- Is creative and able to identify engaging content opportunities.
- Can work confidently in a busy live-event environment.
- Is proactive, reliable and comfortable working as part of a team.
- Passionate about sports—knowledge of ice hockey is a bonus but not required.

Application Details

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

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