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MLSE Internships 2026-26 New Job Opportunities

Hiring organization
Maple Leaf Sports & Entertainment

Employment Type
Intern

Duration of employment
3 Months

Industry
Spectator Sports

Job Location
Toronto, Ontario, Canada, M5A 1A1, Toronto, Ontario, Canada

Working Hours
09

Date posted
July 30, 2026

Valid through
08.06.2028

Description

Maple Leaf Sports & Entertainment (MLSE) is Canada's preeminent leader in delivering top-tier sports and entertainment experiences. With a diverse portfolio of iconic teams and venues, including the Toronto Maple Leafs (NHL), Toronto Raptors (NBA), Toronto FC (MLS), and Scotiabank Arena, MLSE strives to create memorable moments for fans across the globe.

MLSE is offering an exciting internship opportunity for passionate individuals interested in the dynamic world of sports marketing. As an intern, you will have the unique opportunity to gain hands-on experience working with industry professionals across various facets of sports marketing, including brand management, digital marketing, fan engagement, event planning, and sponsorship activation.

Responsibilities

- **Assist in Marketing Campaigns:** Support the development and execution of integrated marketing campaigns across multiple channels to drive fan engagement and brand awareness.
- **Content Creation:** Contribute to content creation efforts for social media, email marketing, and other digital platforms, ensuring alignment with brand voice and objectives.
- **Market Research:** Conduct market research and analysis to identify trends, opportunities, and best practices within the sports industry, providing valuable insights to inform marketing strategies.
- **Event Coordination:** Assist in the planning, coordination, and execution of promotional events, game-day activations, and sponsor-driven initiatives to enhance the fan experience.
- **Sponsorship Activation:** Collaborate with the sponsorship team to support the activation of partner agreements, including on-site activations, promotions, and asset integration.
- **Data Analysis:** Analyze marketing campaign performance metrics and fan engagement data to measure effectiveness and identify areas for optimization.
- **Administrative Support:** Provide general administrative support to the marketing team, including scheduling meetings, managing calendars, and organizing documents and files.

Qualifications

- Currently enrolled in a Bachelor's or Master's degree program, preferably in Marketing, Communications, Business Administration, or a related field.
- Passion for sports and a strong understanding of sports marketing principles and industry trends.
- Excellent communication skills, both written and verbal, with a keen attention to detail.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and familiarity with social media platforms.
- Ability to work collaboratively in a fast-paced team environment, while also

demonstrating initiative and the ability to work independently.
- Prior internship experience in marketing, sports management, or related fields is a plus.

Job Benefits

- **Networking Opportunities:** Interns will have the chance to connect with industry professionals, fellow interns, and leaders within MLSE, building valuable relationships that can support their future career endeavors.
- **Learning and Development:** MLSE is committed to the professional growth and development of its interns. Interns will have access to training sessions, workshops, and mentorship programs designed to enhance their skills and knowledge in sports marketing and related fields.
- **Hands-on Experience:** Interns will have the opportunity to work on real-world projects and initiatives, gaining practical experience and exposure to the inner workings of a leading sports and entertainment organization.
- **Access to Events and Games:** Interns may receive complimentary tickets to MLSE events, games, and other exclusive experiences, providing them with firsthand exposure to the excitement of live sports and entertainment.
- **Potential for Full-Time Employment:** Exceptional interns may be considered for full-time employment opportunities within MLSE upon completion of their internship, based on performance and business needs.
- **Flexible Work Arrangements:** MLSE recognizes the importance of work-life balance and may offer flexible work arrangements, such as remote work options or flexible scheduling, to accommodate interns' needs and commitments.
- **Employee Discounts:** Interns may be eligible for discounts on merchandise, tickets, and concessions at MLSE venues, allowing them to enjoy the perks of being part of the MLSE family.
- **Community Engagement:** MLSE is deeply invested in giving back to the community through various philanthropic initiatives and volunteer opportunities. Interns may have the chance to participate in community outreach programs and make a positive impact in the lives of others.

Contacts

To apply for the MLSE Internship – Sports Marketing position, please submit your resume, cover letter, and any relevant work samples or portfolios. In your cover letter, please indicate your availability and explain why you are passionate about pursuing a career in sports marketing with MLSE.

Join MLSE and embark on a journey to shape the future of sports marketing while gaining invaluable experience in one of Canada's most iconic sports and entertainment organizations!