

Background:

The Mississauga World Music Festival (MWMF) is dedicated to celebrating the rich cultural diversity of Mississauga through music, dance and the arts. The festival's annual programming consists of a two-day event at the Mississauga Celebration Square. The event is open to the public and is free and it celebrates Canada Multiculturalism with different activities, workshops, and services.

Position Description

The Sponsorship intern's main role is to assist in researching potential sponsors and analyze business alignment to indicate whether we can fulfill their needs and their business aligns with our values. as well as building and maintaining business relationships. The Sponsorship intern is expected to collaborate and work closely with their team members to ensure the fulfillment of the sponsorship strategy. Moreover, the intern is expected to develop and maintain a sponsors database, and come up with ideas on how to build strong business rapport. The intern will work closely with different team members under the Sponsorship Division as well as with members from other divisions within the Marketing and Development Department. This position is supervised by the Sponsorship officer.

Responsibilities

Reporting to the sponsorship officer, the sponsorship intern duties include:

- Assisting in researching and prospecting potential sponsors and sponsorship opportunities.
- Participating in and finding innovative ways to maintain sponsor relations.
- Analyzing business market and identifying relevant businesses that best align with our organization's mission and values
- Completing initial screening process with potential sponsors.
- Collaborating with different team members to brainstorm ideas, provide input, and contribute to solutions.
- Providing administrative support for various sponsorship initiatives, such as maintaining and organizing sponsor data.

In addition to the listed responsibilities, the Sponsorship Intern is expected to maintain constant communication and coordination with different team members ensuring questions and inquiries are always answered or directed accordingly. The Intern is expected to assist the Sponsorship Officer in any requested tasks within the scopes of their position.

Preferred Requirements:



- Previous experience in Research and Business Analytics.
- Strong interpersonal skills to strengthen relationships
- Strong contributor in team environments.
- Proficiency in Gmail suite including Google Docs and Sheets.
- Excellent communication skills; written and verbal in English and Arabic
- Ability to prioritize projects.
- Adaptability and attention to details.

Candidates must meet the Student Work Placement (<https://www.culturalhrc.ca/index.php/swp>) criteria listed below:

- Be a post-secondary student enrolled in a recognized Canadian PSE
- Be a Canadian citizen, permanent resident or a person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act
- Be legally entitled to work in Canada in accordance with provincial/territorial legislation and regulations.

This position is suitable for anyone pursuing a degree in Marketing and Development, Business Analytics, or any relevant degree.

MWMF is an equal opportunity employer. We have strict anti-discrimination and anti-harassment policies. MWMF prohibits discrimination based on gender, race, national origin, religion, sexual orientation, and disability.