

Internship in Sportsmanagement (Hockey)

UK031

Dublin

Our association is responsible for the management and overall development of all areas of hockey in Ireland.

We have a number of affiliated Branches that govern the sport at regional and local level. Separate Branches administer men's and women's hockey in certain regions although plans are in place to merge the sport across all Branches, as is the case at national level.

COACHING DATABASE LAUNCH & SUPPORT

- Communication of database launch to hockey community using all available channels (social media, web, club, school etc)
- Devise selling points, benefits, reasons to use etc.
- Provide updates via Hockey Happenings
- Deal with all queries and liaise with Coaching Ireland as and when needed
- Maintain records within Irish Hockey

CLUB ACCREDITATION

- Design of all materials and creation of branding to be incorporated (possibly using Hockey 4 Life brand)
- Apply to all publications (handbook and support materials)
- Tailor all existing documentation to be IHA specific
- Investigate web support

MARKETING

- Support in the logistics of key events – primarily Indoor and our blue ribbon competition
- Support in the promotions / website maintenance and publication / writing of press releases for same competitions
- Results / Press contact for Irish Hockey competitions
- Investigating the option of building a new website, providing support in researching other websites (England hockey / Scottish Hockey etc) and bringing ideas, suggestions to the table for the new website