Kettler IcePlex
Arlington, VA
Washington Capitals

- NHL Pro Hockey Franchise based around Washington D.C.

- Various Internship Opportunities
  - Includes Community Relations, Marketing, Public Relations, and Sales.
Public Relations

- The Caps PR department works closely with local and national media to promote the organization and its players. The goal of our staff is to secure positive media placements and react appropriately to other media coverage. We focus both on on-ice and off-ice (corporate) communications.

- The PR internship is called the communications assistant. This part-time role is intended for recent grads. This person assists with game day communications and media services (credentials, seating). This person also is exposed to projects like the team media guide and yearbook. The role assists with media at community events and other media opportunities such as photo shoots.
Community Relations

- The Caps CR department works on connecting the Caps and the community together. The CR department holds signing sessions, brings Caps players to ice rinks in the community, and goes camp to camp in the summer teaching kids how to play street hockey. There is an intern for this department.
Sales

- For hockey, this involves selling tickets, particularly season packages.
- Need to be able to put on a good presentation to bring in new customers, as well as maintain previous relations.
The Caps Marketing Department works on building America's hockey capital. They do this through fan development and youth hockey development. The department creates and holds events for fans including, Caps Fest and Caps Convention.
Previous Helpful Experiences

- Working with a sports agency gives insight to another side of the sports business
- Working in the Marketing or Community/Public Relations capacity with a sports team can foster the right connections throughout the organization
- Taking upper-level courses can help in developing the required skills
How to Apply

- http://hockeyjobs.nhl.com/teamwork/jobs/jobskey.cfm?s=capitals