



AUS CAREER PATHWAY PROGRAM
INTERNSHIP POSITION DESCRIPTION

POSITION

Digital Media Assistant - RUG

DEPARTMENT

Marketing

Australian University Sport (AUS) is the peak governing body of university sport in Australia. There are 42 member institutions nationally that AUS provides services to fulfil on the following aims:

- Foster university sport as a relevant and important part of university life
- Facilitate opportunities for students to participate in competitive sport at a regional, national and international level
- Provide national policy in relation to university sport
- Lobby and represent, on behalf of its members, the sporting needs of Australia's university students.

MARKETING AND SPONSORSHIP INTERNSHIP PROGRAM OVERVIEW

This role reports to the national marketing team based in head office (Brisbane) and as such will be part of a national team that delivers services across the entire suite of AUS events including:

- AUS National Conference
- Australian University Championships
- Regional University Games (Northern, Eastern, Southern and Western)
- Snow Unigames
- Australian University Games

There are 35 internship positions on offer annually located in a range of different locations that assist the AUS marketing team to deliver a range of services across marketing, media, social media, sponsorship, graphic design and video production.

Event Locations:

Northern University Games: Rockhampton/Yeppoon QLD, 2-6 July 2017

Southern University Games: Geelong VIC, 2-6 July 2017

Eastern University Games: Newcastle NSW, 2-6 July 2017

Western University Games: Bunbury WA, 2-5 July 2017

Location	Eastern Unigames (Newcastle)	Northern Unigames (Rockhampton)	Southern Unigames (Geelong)	Western Unigames (Bunbury)	Australian Unigames (Gold Coast)
Marketing Supervisor	1	1	1	1	1
Sponsorship Supervisor	1	1	1	1	1
Media & Communications Supervisor	1	1	1	1	1
Broadcast & Video Design Assistant	1	1	1	1	1
Digital Media Assistant	1	1	1	1	1

These internships require a commitment of six months to the program (depending on the role) comprised of six contact hours per week, preferably completed in one working day. In your role you will be required to use your own laptop however AUS will provide access to all other programs and tools required to complete your tasks. It is preferable that you complete your weekly contact hours at your nearest AUS office however if this is not possible AUS is willing to work out a remote access option if required.

For undergraduate students, AUS is willing to complete any paperwork required to enable you to attribute the work experience hours towards any relevant areas of study and upon completion of the volunteer role AUS will supply you with a letter of recognition.

Note that accommodation during the event will not be provided, and must be arranged by the successful applicants. Uniforms and meals during rostered hours will be provided.

**POSITION**

Digital Media Assistant - RUG

DEPARTMENT

Marketing

ABOUT THE ROLE

The Digital Media Assistant will assist the AUS marketing team to deliver all marketing activities related to the servicing of sponsors as well as manage the distribution of content via AUS social media channels in the lead up to and during the relevant AUS events that you are assigned to.

In the lead up to and during an event period you will work under the supervision of the Marketing and Sponsorship Supervisor and alongside the Media and Communications Assistant and liaise with the Games Time Journalists and Photographers to acquire and produce content for distribution.

PRE AND POST EVENT PERIOD

- Develop sponsor activation schedules in consultation with the Business Development Manager and Sponsorship Coordinator to deliver on agreed campaign outcomes
- Develop and maintain event time sponsor activation manuals
- Manage, file and schedule event and sponsor social media content on Facebook, Instagram, Twitter, YouTube and Snapchat
- Execute sponsor activation activities
- Assist in the programming and coordination of advertising in live streaming broadcasts
- Assist in writing event electronic direct mailings (EDMs)
- Assist in managing invitations and RSVPs
- Assist in marketing and sponsorship reporting

DURING EVENTS

- Manage the social media post schedule (comprising event and sponsor posts) , including scheduling and posting sponsor content on social media
- Assist in troubleshooting and responding to issues which sponsors may encounter during the event
- Monitor, respond to and report on social media activity, including direct messages, participant comments and posts and third party posts
- Oversee the broadcast and social media Games time volunteers
- Other duties as required to ensure the Games are nothing but "serious sport, intense rivalry!"

ABOUT YOU

The Digital Media Assistant role would suit a person studying marketing, events marketing or events management with an interest in sponsorship, brand management or sport marketing. It would also suit someone who has previous experience in brand activation.

DESIRABLE ATTRIBUTES:

- Excellent organisational skills
- Confidence communicating with internal and external stakeholders, including sponsors, staff, volunteers and VIPs
- Excellent written and verbal communication skills
- Demonstrable experience in social media management (preferably including Facebook, Instagram, Twitter, Snapchat and YouTube)
- Experience in managing and interacting with a wide variety of people
- Ability to work autonomously and manage projects over extended timeframes
- Ability to set up signage, tents and other heavy equipment
- Demonstrated experience in Microsoft Office

PERSONAL ATTRIBUTES:

- Ability to work as part of a team
- Ability to prioritise and meet deadlines
- Enthusiastic and motivated approach
- Well developed customer service and problem solving skills
- Ability to take initiative
- Exercise judgment and work without supervision
- A friendly and approachable manner



- A personality that will do what it takes to get the job done!
- A car and valid driver's license

OTHER REQUIREMENTS:

- Commit to at least six hours per week in the Games office in the lead up to the event
- Attend compulsory training sessions to ensure you are familiar with event policies and procedures
- Attend the entire duration of the Games competition
- Wear the Games uniform as required
- Be neatly groomed at all times
- Be punctual and reliable
- Be an unbiased non competitor in the event
- Conduct yourself in a professional manner and uphold AUS policies and guidelines

HOW TO APPLY

Duration of position: March – July 2017

Number of hours: It is anticipated this role will need to work at least one day per week (approx six hours per day) in the lead up to, between and after the events, and full time (9am to 5pm Monday to Friday) during the Games delivery period (2-6 July 2017).

Training: Induction will be provided upon appointment and on the job training will be provided over the duration of the role.

Applications close: 3 March 2017 11:59PM AEDT

Interviews: From 13 March 2017 via Skype

How to apply:

1. Read the position description in detail to understand what is expected of you
2. Check to ensure you are available for the duration of the position
3. Update your resume to no more than three pages
4. Submit your application via email to aus.marketing@unisport.com.au and place the role title you wish to apply for along with your location in the subject line of your email.

All applications will be acknowledged and successful candidates will be contacted for an interview.

FOR MORE INFORMATION

Sean McMahon
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The details within this position description may change at any time in the lead up to the events. Interns will be notified of any changes to their position description, if and when they occur.