

Content Writing Intern

ROLE DESCRIPTION

TITLE	Content Writing Intern
HOURS	Flexible (1 day per week, July to September)
SALARY	Nil
REPORTS TO	Marketing Coordinator
KEY RELATIONSHIPS	Marketing and Communications Manager Marketing Coordinator Publicist
DIRECT REPORTS	Nil

INTERNSHIP AT UPLIT

A 2017 Internship with UPLIT provides opportunities for young professionals, graduates or established professionals in career transition to experience a professional work environment in the not-for-profit arts and culture sector. The program has been designed to help you move your career forward with confidence and transferrable experience. You will be provided with frequent feedback, structured projects and post internship evaluation. UPLIT interns benefit from access to our professional support, valuable expertise and a network for future employment opportunities.

ROLE OBJECTIVE

A role exists for a talented content writer with an eye for detail and a passion for devising and implementing marketing strategy to experience the production of channel-specific relevant content to a deadline to support the delivery of a major Festival's Marketing Campaign.

KEY RESPONSIBILITIES

Content

- Content writing for all UPLIT events related to Brisbane Writers Festival and the Word Play program;
- Support the Marketing team to identify and generate relevant content for distribution within third party networks including partners, publishers, tourism operators, local community groups and industry-related supporters.

Media

- Support the Marketing Coordinator in submitting and monitoring editorial content through online publications;
- Assist the marketing team to create elements of the BWF Media Kit in collaboration with the content and engagement team and UPLIT's Publicist;
- Collate materials for the BWF Media Kit;
- Support the marketing team in monitoring media and content throughout the BWF campaign.

Other

- Attend meetings, receptions and events as an UPLIT representative as required;
- Adhere to and demonstrate UPLIT's brand values and code of conduct.

ANTICIPATED LEARNING OUTCOMES

- Proven experience working in a professional office environment;
- Copywriting and content development across multiple platforms;
- Practical experience editing and proofreading documents across both digital and print;
- End to end experience assisting a team to implement and drive a marketing campaign;
- Understanding key dependencies within an organisation and working to team deadlines.

Selection Criteria

Key characteristics

- Creative thinker with a desire to communicate in innovative ways;
- Desire to work creatively in a team;
- Strong work ethic and ability to work under pressure and take direction;
- Willingness to learn from and support a highly skilled and dedicated team across all UPLIT activity;
- Belief in the agency of literature to transform communities and individuals.

Attributes

- Undertaking higher education in the areas of arts, creative writing, marketing and media and/or previous qualification to a degree level;
- Excellent creative writing skills with the ability to implement news forms;
- Ability to collate information coherently with a strong attention to detail;
- IT proficiency (UPLIT works with various online systems including MS Office, Office365 and online databases and record keeping systems).

Desired: Experience in the production of engaging, cross-platform content to a deadline.

Application Process

To apply for this role, please email the following to the General Manager, Tanya Reason - tanya.reason@uplit.com.au:

1. A covering letter addressing your appropriateness for the internship and what you hope to achieve through your time with us;
2. A current resume (please include information about your current line of study and the institution you are enrolled with as appropriate).

The closing date for applications is 9 June 2017 at 5pm. We expect to interview candidates during the week beginning 19 June.

All short-listed candidates will be contacted by phone or email.

Thank you for your interest in joining UPLIT's internship program in 2017. We look forward to receiving your application.