

Social Media Strategy Intern

ROLE DESCRIPTION

TITLE	Social Media Strategy Intern
HOURS	Flexible (1 day per week, July to September)
SALARY	Nil
REPORTS TO	Marketing Manager
KEY RELATIONSHIPS	Marketing and Communications Manager Marketing Coordinator Social Media Ninjas (Volunteers)
DIRECT REPORTS	Social Media Ninjas (Volunteers)

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

The 2017 UPLIT team offering a talented individual with an excellent understanding of multiple social media channels an opportunity to hone their skills in producing channel specific content to support the delivery of the Brisbane Writers Festival's marketing campaign.

KEY RESPONSIBILITIES

Social media strategy and monitoring

- Assist the Marketing Coordinator to monitor SM channels throughout the campaign;
- Work with the Marketing and Communications Manager and Marketing Coordinator to develop content that is relevant and channel specific;
- Support the Marketing coordinator to update and refresh content in line with the BWF marketing campaign.

Resource management

- Assist the Marketing Coordinator to coordinate social media ninjas on the Festival site;
- Support the Marketing team to ensure that volunteer content is relevant, brand aligned and appropriate across all UPLIT's SM channels;
- Support the marketing team on Festival site to respond to trends on SM channels in the lead up to and during the Festival.

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;
- Experience responding to and driving sales targets;
- 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 creative writing, marketing and media and/or previous qualification to a degree level;
- Excellent creative writing skills with the ability to implement news forms;
- Excellent understanding of different social media channels including analytics;
- Some knowledge of graphic design desirable;
- IT proficiency (UPLIT works with various online systems including MS Office, Office365 and online databases and record keeping systems).

Desired: Experience in producing channel-specific content that is relevant to a specific marketing campaign and within strict deadlines.

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.