



Suncorp Bank Volunteer Program

MARKETING INTERN – 2014 GOLD COAST AIRPORT MARATHON

POSITION DESCRIPTION

POSITION: Marketing Intern - Media & PR

REPORTS TO: Marketing and Communications Manager

DETAIL: Commitment: One day a week plus additional over event time
Race Days essential 5 July and 6 July 2014

Applications open: 3 February 2014

Applications close: 13 March 2014

Start date: Week commencing 24 March 2014

Remuneration: Unpaid volunteer role

LOCATION: Events Management Queensland
Level 2, 105 Upton Street, Bundall

DUTY STATEMENT:

Position Purpose/Context

The Media & PR Intern is a key member of the Marketing and Communications Department of Events Management Queensland (EMQ). EMQ, a wholly owned subsidiary of the Queensland Government (through Tourism and Events Queensland), manages and organises world-class mass participation sporting events designed to generate tourism and maximize significant economic impact to the community.

Under the direction of the Marketing and Communications Manager, the Media & PR Intern's main role will be to generate positive media coverage to promote the 2014 Gold Coast Airport Marathon, and assist with other communications and public relations activities.



Position Dimensions

Main Contacts: General Manager, Marketing and Communications Manager, EMQ Staff, Board, local media, event suppliers, external stakeholders.

KEY ACCOUNTABILITIES:

Position-specific:

- Prepare and issue media releases
- Research newsworthy story angles to provide to media outlets
- Write profiles on runners training for the event
- Research and update promotional databases to promote the event to
- Assist with the compilation of PR materials for the live event webcast and television broadcast
- Assist with servicing media at the event
- Generate community awareness about the event's road closures

Company Representation:

- Represent EMQ in a professional and positive manner
- Interact with stakeholders, including sponsors, supporters, customers, staff and other team members with respect and courtesy
- Follow EMQ policies and procedures including office protocols and appropriate channels of communication
- Operate with honesty and integrity, maintaining confidentiality and using discretion with our customer's personal information
- Keep an open dialogue with your Supervisor/Volunteer Coordinator with regards to any issues, challenges or problems that may impact your performance and experience at EMQ
- Obtain approval by your Supervisor of any official written communication (ie. Media releases) being issued on behalf of EMQ

SELECTION CRITERIA:

Work Experience and Skills

Essential:

- Currently undertaking a relevant degree such as Journalism, Public Relations and/or Communications at a higher education institution
- Demonstrated PR and news writing skills
- Demonstrated high level communication, interpersonal and negotiation skills
- Demonstrated ability to work autonomously; exercise initiative in undertaking responsibilities and work effectively as a team member.



- Demonstrated high level of organisational and administrative skills and ability to manage and prioritise workload in order to meet deadlines.
- Proven capacity to provide high standard and accurate work within in a fast-paced environment
- Demonstrated high level of computer literacy and proficiency in using Microsoft Office (Word, PowerPoint, Excel, electronic diary and Internet).
- Ability to work abnormal hours and travel when required
- Hold and maintain a current driver's licence

Desirable:

- Personal interest or participation in sporting endeavours

ADDITIONAL INFORMATION:

Value to the Intern:

- Statement of Service provided to student post-event on successful completion of the Internship. Statement outlines number of hours contributed and main tasks completed
- Direct supervision and guidance from an industry professional
- Opportunity to apply theoretical knowledge to workplace and develop industry skills
- Opportunity to create a personal network and be part of a team that delivers a world-class event.

Support and resources provided:

- Office induction at EMQ office and onsite induction at each venue depending on the roster
- Event t-shirt and cap to wear when representing EMQ
- Reimbursement for parking expenses where no free parking is available
- Meal or meal allowance provided for shifts of six hours or more

For further information on this role, please contact:

Catherine Wightman
Event Liaison Officer
Events Management Queensland
Phone: 61 7 5668 9818