



Suncorp Back Volunteer Program

## POSITION DESCRIPTION

### MARKETING INTERN – MEDIA AND PR

<b>POSITION:</b>	Marketing Intern - Media & PR	
<b>REPORTS TO:</b>	Rachael Poeppmann – General Manager - Marketing and Communications	
<b>DETAIL:</b>	<b>Commitment:</b>	One day a week plus additional over event time. Race Days essential 4 July and 5 July 2015.
	<b>Applications open:</b>	2 February 2015
	<b>Applications close:</b>	11 March 2015
	<b>Start date:</b>	Week commencing 23 March 2015
	<b>Completion date:</b>	Week beginning 6 July
	<b>Remuneration:</b>	Unpaid volunteer role
<b>LOCATION:</b>	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 General Manager - Marketing and Communications, the Media & PR Intern's main role will be to generate positive media coverage to promote the 2015 Gold Coast Airport Marathon, and assist with other communications and public relations activities.

#### ***Position Dimensions***

Main Contacts: General Manager - Marketing and Communications, Manager – Marketing Services, Marketing Executive, 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 Operations Coordinator

Events Management Queensland

Phone: 61 7 5668 9818

Email: [catherine@goldcoastevents.com.au](mailto:catherine@goldcoastevents.com.au)