



POSITION DESCRIPTION

MARKETING INTERN – STAKEHOLDER ENGAGEMENT

POSITION:	Marketing Intern – Stakeholder Engagement		
REPORTS TO:	Rachael Poeppmann – General Manager Marketing and Communications Courtney Mesken – Executive Assistant		
DETAIL:	Commitment:	One day a week plus additional over event time. Race Days essential – 3 rd , 4 th and 5 th July 2015.	
	Applications open:	2 February 2015	
	Applications close:	11 March 2015	
	Start date:	Week commencing 23 March 2015	
	Completion date:	Week beginning 6 July 2015	
	Remuneration:	Unpaid volunteer role	
LOCATION:	Events Management Queensland - Level 2, 105 Upton Street, Bundall		

DUTY STATEMENT:

Position Purpose/Context

The Stakeholder Engagement 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 Stakeholder Engagement Intern's main role will be to assist with key marketing research and comparative projects involving community engagement to further enhance the 2015 Gold Coast Airport Marathon, and support the Executive Assistant at official event functions over race weekend.

Position Dimensions

Main Contacts: General Manager - Marketing and Communications, Manager – Marketing Services, Marketing Executive, Executive Assistant, EMQ Staff, Board, local media, event suppliers, sponsors and external stakeholders.

KEY ACCOUNTABILITIES:

Position-specific:

- Prepare and issue prize packs for ongoing competitions
- Conduct a social media and website comparative review
- Review event sponsor digital marketing opportunities
- Research and evaluate international & domestic marathon events for future promotion
- Design an accommodation map for visitors to utilise in travel bookings
- Design and prepare a supporters toolkit for local businesses to become involved with the event
- Conduct an audit of on course businesses and venues to update the database for road closure information packs
- Research and collate primary school contact details for a database to promote the Junior Dash event to
- Research and assist in providing content for story construction

- Assist with the compilation of media kits and promotional items for official event functions
- Assist with room setup and servicing of sponsors and VIP guests at official event functions

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 Marketing, Communications, Business or Event Management at a higher education institution
- 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.
- 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:

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 Event Operations Coordinator
 Events Management Queensland
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