



Suncorp Back Volunteer Program

POSITION DESCRIPTION

MARKETING INTERN – COMMUNITY ENGAGEMENT

POSITION: Marketing Intern – Community Engagement

REPORTS TO: Jeremy O'Connell – General Manager - Marketing Services

DETAIL:

Commitment:	One day a week plus additional over event time.
Applications open:	10 February 2016
Applications close:	14 March 2016
Start date:	Week commencing 28 March 2016
Completion date:	Week beginning 4 July 2016
Remuneration:	Unpaid volunteer role

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

DUTY STATEMENT:

Position Purpose/Context

The Community 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 Community Engagement Intern's main role will be to assist with key marketing research and comparative projects involving community engagement to further enhance the local ownership and support of the 2016 Gold Coast Airport Marathon.

Position Dimensions

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

KEY ACCOUNTABILITIES:

Position-specific:

- Carry out the Gold Coast Airport Marathon community engagement program
- Assist with the notification of businesses and residents with the road closure details
- Encourage local residents to enter and support the event through various means
- Design and prepare a supporters toolkit for local businesses and residents 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
- Research and assist in providing content for story construction
- Assist with the compilation of media kits and promotional items for 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:

Courtney Bridgewater
 Volunteer Coordinator
 Events Management Queensland
 Phone: 07 5668 9815
 Email: courtneyb@goldcoastevents.com.au