



Suncorp Back Volunteer Program

POSITION DESCRIPTION

MARKETING INTERN – MEDIA AND PR

POSITION:	Marketing Intern - Media & PR												
REPORTS TO:	Jeremy O'Connell – General Manager - Marketing Services Stephen Lock – Media Consultant Jacob Bush – Marketing Executive												
DETAIL:	<table> <tr> <td>Commitment:</td><td>One day a week plus additional over event time. Race Days essential 2 July and 3 July 2016.</td></tr> <tr> <td>Applications open:</td><td>10 February 2016</td></tr> <tr> <td>Applications close:</td><td>14 March 2016</td></tr> <tr> <td>Start date:</td><td>Week commencing 28 March 2016</td></tr> <tr> <td>Completion date:</td><td>Week beginning 4 July 2016</td></tr> <tr> <td>Remuneration:</td><td>Unpaid volunteer role</td></tr> </table>	Commitment:	One day a week plus additional over event time. Race Days essential 2 July and 3 July 2016.	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
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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 General Manager - Marketing and Communications, the Media & PR Intern's main role will be to generate positive media coverage to promote the 2016 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

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:

Courtney Bridgewater

Event Volunteer Coordinator

Events Management Queensland

Phone: 61 7 5668 9815

Email: CourtneyB@goldcoastevents.com.au