

SYDNEY FESTIVAL 2019 MARKETING INTERN

Sydney Festival celebrates the very best of performing and visual arts with a broad range of dance, theatre, music and exhibitions from Australia and around the world. Our marketing department is looking for web-savvy, passionate and committed students to come on board as interns.

Internships:

August 2018 – January 2019 (negotiable dates)

These internships are fun, fulfilling, creative and an invaluable opportunity for marketing and communications students to get hands-on experience in one of Australia's leading arts organisations. The internships are unpaid positions.

The position offers an opportunity to participate in Sydney Festival's dynamic marketing team, responsible for the ongoing management of the integrity of the Festival brand; development of the Festival profile and for generating box office income.

1. PURPOSE OF POSITION

The marketing interns provide administrative support to the Festival's marketing team, working with them to coordinate the delivery of campaigns using Sydney Festival's marketing tools, including the website, emails and social media.

Responsibilities include:

- Research, copywrite and check e-news content
- Research, copywrite and upload Festival Stories content
- Add Festival events to online 'what's on' guides
- Order and upload festival imagery and videos
- Research venue and transport information
- Research promotion opportunities
- Contribute to digital content schedules
- Research and maintain accessibility contacts database
- Draft social media content
- Assist with niche show-specific marketing campaigns
- Deliver marketing collateral and signage to festival venues as required
- Assist with maintaining marketing spreadsheets and deadlines
- Contribute to regular department meetings and brainstorming

2. ORGANISATIONAL RELATIONSHIPS

Position titles of supervisors

Marketing & Digital Manager
Marketing Coordinator(s)

3. TIMEFRAME

Internships are available 2-3 days per week from August 2018 to end of January 2019. (Days to be negotiated pending availability)

4. SKILLS AND EXPERIENCE

Skills

- Proficiency in the Microsoft Office Suite, specifically Outlook, Word and Excel
- Enthusiasm and a basic knowledge of the performing arts industry
- Willingness to learn new skills and show initiative with new projects
- Strong writing skills
- Strong proof-reading skills and attention to detail
- Strong inter-personal skills
- Ability to multi-task and work within deadlines
- Ability to think creatively and show initiative
- Basic knowledge of audio / video / photo editing programs a bonus but not necessary
- Basic experience with content management systems (CMS) a bonus but not necessary
- Reliability and commitment to the full internship duration

Requirements

Interns must be currently enrolled in a university course that requires a work placement for course credit.

Personal Attributes

We are looking for students with a high standard of attention to detail, excellent time management skills and strong communication & organisational skills.

Benefits of the role for the intern

- Opportunity to gain experience in digital communications and integrated marketing campaigns
- Learning and developing administrative skills in the workplace
- Improving written and oral communication skills
- Gaining valuable experience across social media and digital platforms through a support role
- Opportunity to build team work skills
- Developing and building relationships with internal and external stakeholders
- Increasing critical thinking and collaboration skills in the workforce
- Gaining invaluable experience and building contacts network in a leading arts organisation
- Exposure to a wide range of situations and people across the organisation and its suppliers

To apply for an internship position please send your CV and a cover letter to marketing.jobs@sydneyfestival.org.au.