



SOCIAL MEDIA MARKETING INTERN

Accountable to: Communications Coordinator
Duration: 3 months minimum
Commitment: 2 days/week
Location: Ultimo
Remuneration: Volunteer internship

Do you spend hours on Facebook and Twitter?
Are you a strong communicator?
Would you like to engage in a conversation with people?
Do you want to work in a fun and enriching environment?

If this sounds like you, then why not put your blogging skills to practice at Vibewire as our Social Media Marketing intern?

Vibewire Youth Inc. is seeking an enthusiastic part-time social media marketing intern wishing to further their professional experience in marketing and communications, to work primarily on growing and maintaining Vibewire's Twitter, Facebook and Newsletter communities. This role entails extensive liaising with the Communications Coordinator as well our other teams, however there is also much room for autonomy. As our social media marketing intern, you will be acting in a supportive capacity to promote our projects and exciting events. The minimum commitment we ask for is three months, although longer commitments are welcomed.

This is a valuable opportunity for those seeking to break into the industry to gain experience in marketing and public relations. Applicants undertaking qualifications in arts, journalism, media and marketing are welcome to apply.

About Vibewire Youth Inc.

Vibewire is an innovative, non-profit youth organisation supporting young people in shaping their world through an assortment of media, arts and entrepreneurial opportunities. We exist to ensure that young people are included (and able to participate) in conversations that matter.

Previously, Vibewire has run projects such as www.electionwire.net, the Media Makers Program and the Reelife Short Film Festival. Vibewire currently engages in a myriad of exciting projects and events including our Co-Work space located in Ultimo, our monthly fastBreak innovation series at the Powerhouse Museum, and our quarterly Anthology, all of which require the services of a social media marketing intern.

Key Tasks

As our social media marketing intern, you will have the freedom to be creative while engaging in:

- Social media marketing and blogger relations
- Email marketing – writing briefs, copywriting, designing and finalising email templates, and database management
- Online promotions and competitions (from strategy, planning and briefing through to execution and management)
- Online and offline market research
- Participating in brainstorming and idea-generation workshops
- Extensive liaising with internal and external stakeholders
- Other tasks and opportunities as needed

Requirements

- Strong English proficiency (both written and spoken)
- A sociable personality and can-do attitude
- A creative and analytical mindset
- Ability to work well independently as well as be a team player
- Familiarity and engagement with Facebook, Twitter and social media in general
- Strong time management and planning skills
- Commitment to learning
- A good awareness of marketing principles and strategy

How to apply

Submit your CV and cover letter to applications@vibewire.org with "Social Media Intern – Last Name, First Name" in the subject line

Example: *Social Media Marketing Intern – Doe, Jane.*

Applications which do not follow these requirements will not be considered.

Your cover letter should address the following questions:

1. What excites you about Vibewire Youth Inc.? How does the mission resonate with you?
2. Tell us about why you want to be an Intern in this role.
3. What previous experience do you have that is relevant to this role?
4. What are the skills that you hope to develop in this position?