



Australian Institute of International Affairs Victoria

Internship: Marketing/Communications

Background

The AIIA is an independent, non-profit organisation established in 1925 to promote public understanding and interest in international affairs in Australia. The Institute provides a forum for discussion and research on subjects of topical and continuing interest through meetings, conferences and seminars addressed by distinguished specialists and public figures. The AIIA operates nationwide across seven State and territory branches and a National Office in Canberra.

The AIIA contributes to international affairs in four ways:

Providing a forum for debate: The AIIA hosts meetings, lectures and discussion on important issues in world affairs.

Disseminating ideas: The AIIA publishes the scholarly journal Australian Journal of International Affairs as well as the definitive record of Australian foreign policy, Australia in World Affairs. Both now span over 50 years. The AIIA also publishes occasional papers and conference proceedings.

Educating: The AIIA works to interest young people in world issues through career fairs, school seminars and the Young Professionals Forum (YPF).

Collaborating: The AIIA has cooperative relationships with other Institutes in Australia and worldwide, including Chatham House in London and the Council on Foreign Relations.

Role of Marketing/Communications Intern

The Council of AIIA Victoria has specific Members responsible for the marketing of the Institute. The role of the Marketing/Communications Intern is to support these Councillors in developing, delivering and implementing a combination of promotional marketing materials, membership engagement and revenue-driving strategies, which will provide improved effectiveness measured through event participation and reach in the wider community.

This will involve information gathering and market research, copy writing, support for the creation and maintenance of a high quality online presence and delivery of communication strategies for specific groups. Superior written communication skills and the ability to work with a range of media is important.

Position Title: Marketing/Communications Intern

Position remuneration: This is a work experience position. There is no remuneration allocated to this position.

Internship duration: 6 months (any change with agreement of both parties)

Start date: Mid-late February 2017

Hours: 15 – 20 hours per week, including some evenings

Manager: Council Member, AIIA Victoria Marketing Committee.
Marketing/Communications Intern liaises with Executive Office and Programme Intern as required

The Role

The position requires a person with the ability to improve the promotion of the organisation's events, and to increase brand awareness and brand positioning through effective communication strategies both online and offline.

Key Responsibilities

- To assist with the implementation of strategies to uplift our online capacity; particularly to increase engagement with the website, social media, site visitations and newsletter subscriptions
- Manage and drive website content through regular copy updates and basic SEO
- Manage the email marketing program including copywriting, designing and finalising email templates, researching material and database management
- Review and develop Interest Groups list for targeted follow-up as each event is published on the AIIAV website
- Undertake copywriting for the website (state pages only); email; brochures; presentation pack; and flyers (for special events)
- Develop monthly Newsletter (layout and content)
- Develop press releases for major events
- Assisting with other administrative support upon request and other marketing activities as required

Required Skills

- Sound knowledge of public relations and the online space
- Excellent copywriting skills
- Strong time management and planning skills
- Ability to work autonomously
- Interest in international relations issues

Reviews

Interns will meet at least once per month with the allocated Council Member to assess performance and receive feedback.

Should performance be assessed as sub-optimal and fail to improve after an opportunity to rectify performance, the AIIA reserves the right to terminate the incumbent's occupation of the Internship, effective immediately.

Location

Work can be conducted both at home and at the AIIAV office in East Melbourne. The successful applicant will be required to use his or her own laptop. The exact hours and location of work will be determined once the successful applicant has been selected. These may vary depending on requirements at different stages of the Internship.

Other benefits: AIIAV Event attendance

Interns are encouraged and welcome to attend standard events free of charge, and each Intern is given a year's free Membership following the successful completion of the Internship.

Applications

Applications for a Marketing/Communications Internship at AIIA Victoria should be addressed to interns.vic@internationalaffairs.org.au by close of business on **3rd February 2017** quoting "**Marketing/Communications Intern**" in the subject line.

The application should include:

1. A cover letter stating:

- your goals/motivation in undertaking an Internship with AIIA Victoria;
- how your experience meets the Key Responsibilities of the role

2. A CV/Resume outlining educational qualifications and work experience, plus email contact details of two referees. It should be no longer than two pages.