

Internship: Social Media

Background

The Australian Institute of International Affairs (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.

Role of Social Media Intern

The Council organises a program of some 40-50 events per year, consisting of speaking engagements open to both members and non-members. These events are delivered by a dynamic and broad cross-section of diplomats, academics, journalists and other experts. AIIA's events are a unique opportunity for the public to engage in candid first-hand discussions with people who are shaping the world.

The role of the Social Media Intern is to effectively promote the organisation's events, and to increase brand awareness and brand positioning through online engagement. The ideal applicant will be familiar with the various social media sites.

The successful candidate will be responsible for creating appropriate content for the Institute and posting on social networks.

Position Title: Social Media Intern

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

Internship duration: 4-6 months (may be changed with agreement of both parties)

Start date: Late August 2019

Hours: 10 – 15 hours per week, and one day per week in the AIIA Victoria office - Dyason House, 124 Jolimont Road, East Melbourne, VIC 3002

Reports to: Executive Director and Office Coordinator. The Social Media Intern liaises with other Interns as required

Key Responsibilities

Social Media

- Develop strategic, meaningful campaigns regarding events and social media posts
- Create engaging social media content to promote and increase awareness of events
- Write concise and informative social media copy, focussing on international relations
- Create eye-catching artwork (e.g. through CANVA)
- Develop content calendars on a weekly basis

Event Marketing

- Brand audit and situational analysis of AIIA Victoria (and competition)
- Identify strategic segments, target markets and positioning

Required Skills

- Sound working knowledge of social media platforms (e.g. Facebook; Twitter; Instagram (and Instagram Story); LinkedIn)
- Ability to write creatively and concisely
- Strong time management & planning skills; ability to work autonomously
- Strong interest in international relations and current affairs issues

Reviews

Interns will meet at least once per month with the Executive Director and Office Coordinator 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 AIIA VIC 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: Event attendance

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

Applications

To apply please submit the following to admin.vic@internationalaffairs.org.au quoting "**Social Media Internship**" in the subject line:

- One-page cover letter stating how you meet the requirements of the role;
- Brief CV

Submission deadline is 0900 on **Monday 12 August 2019**