

## Internship: Digital Media

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### 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 Digital Media Intern

AIIA Victoria 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 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 various social media sites. The successful candidates will be responsible for creating appropriate content for the Institute and posting on social networks.

**Position Title:** Digital Media Intern (2-3 positions available)

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

**Internship duration:** 2.5 months (10 weeks)

**Start date:** 21 May 2024

**End date:** August 1 2024

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

**Hours:** 10 – 15 hours per week including event attendance and remote work.

## **Key Responsibilities**

### **Media Creation**

- 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, focusing on international relations
- Ability to design eye-catching media material via platforms like Canva
- Stay consistent with the brand online image and brand colour code
- Collaborate with the Office Coordinator to develop content calendars on a weekly basis
- Identify strategic segments, target markets and positioning
- Maintain regular communication with team via Slack

### **Required Skills**

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

### **Reviews**

Interns will meet at least once per week with the 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 on Collins St in Melbourne CBD. The successful applicant will be required to use their own laptop and/or AIIA equipment. 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 and Membership**

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.

## How to apply:

To apply, please submit (in PDF format)

- A one-page cover letter detailing your interest in the role;
- A 2-page (max.) CV

to [admin.vic@internationalaffairs.org.au](mailto:admin.vic@internationalaffairs.org.au) quoting “**Internship Application**” in the subject line. In the body of the email, please add that you are applying for the ‘Digital Media Internship.’

**Submission deadline is 11.59pm on Sunday 12 May 2024**