

## 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 50-60 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 VIC'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 (3-4 positions available)

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

**Internship duration:** 4-6 months (Flexible)

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

**Hours:** 10 – 15 hours per week including in-person attendance and remote work.

## Key Responsibilities:

### Media Creation

- **Campaigns & Social Media:** Develop and deliver engaging campaigns and posts that promote AIIA VIC events, raise awareness of international affairs, and connect with key audiences.
- **Content Creation:** Produce eye-catching designs, short videos, reels, and recap content using tools like Canva, ensuring consistency with AIIA VIC's brand and voice.
- **Event Media:** Capture high-quality photos and videos at events, and edit webinar recordings for professional upload to YouTube.
- **Audience Engagement:** Run interactive initiatives such as the weekly International Affairs Fun Facts on Instagram Stories to grow reach and engagement.
- **Collaboration & Planning:** Work closely with the Office Coordinator to manage content calendars, identify target audiences, and ensure deadlines are met.
- **Innovation & Ideas:** Contribute creative input to enhance AIIA VIC's digital presence and support organisational goals.
- **Analytics & Insights:** Track and analyse social media and campaign performance, providing recommendations to strengthen impact.

### Required Skills

- Sound working knowledge of social media platforms (e.g., Facebook; 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 Victoria 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 VIC 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, Membership and Skills Development**

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. Alongside this, AIIA Victoria offers interns regular skills development training sessions from esteemed speakers in our AIIA Victoria Network.

**To apply**, please submit:

- 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 "**Digital Media Internship**".