

POSITION DESCRIPTION

POSITION TITLE	Digital Intern
POSITION REPORTS TO:	Digital Manager
LOCATION:	Elevate Office, The Bower Building
ROLE:	Temporary (Work Experience)
HOURS:	One set day a week, 8.30am – 5pm

Primary Purpose

The Digital Intern will provide support to the Elevate team with client requirements such as ongoing digital and communication assistance, research, data entry, campaign reporting and projects as directed by the Digital Manager. The Digital Intern reports directly to the Digital Manager. All tasks assigned to the Digital Intern must either come from or have gone through the Digital Manager before the Digital Intern can begin work on them.

Potential Work Experience Areas

1. Team support

- Assist the team with preparation, creation and distribution of high-quality digital communication materials including (but not limited to); EDM copy, internal memos and newsletters, social media copy and scheduling, digital advertising reports, website copy, website maintenance, video editing, speech notes, blogs, articles, fact sheets, testimonials and case studies
- Assist the team in ensuring all digital and communication materials are 100% error free and have a high level of professionalism and quality
- Assist the team with the preparation of weekly, fortnightly and monthly reports including Google AdWords, Google Analytics, end of campaign reports and internal progress reporting
- Assist in the production of presentations, proposals, videos and professional documents using the Microsoft Suite (Word, Excel, PowerPoint), Canva and where able, Adobe Acrobat, Photoshop Premier Pro and InDesign
- Assist with brainstorming and proposal development including research
- Attend and be involved in weekly team meetings

2. Digital

- Assist in the maintenance of Elevate and client websites with content and imagery as directed
- Assist in the creation and maintenance of social media content schedules
- Assist in reviewing and monitoring social media, Google AdWords and Google Analytics accounts for analysis and reporting purposes
- Assist in the development of online social media competitions across various platforms
- Assist in the design and distribution of Elevate's EDM as directed by the Digital Manager

3. Office and administration duties

- Assist in general office duties such as formatting documents, scanning, binding, organising couriers and other administrative tasks

4. Relationships

- Observe and/or assist team members in liaising with established suppliers for, promotional products, event suppliers and other suppliers as required
- Observe and/or assist team members in developing and maintaining positive working relationships with suppliers, freelancers, existing and new clients and other Elevate team member
- Build your professional network through working with Elevate's experienced, professional PR practitioners

5. Overall

- Participate as a contributing Elevate team member to support the overall company vision and lives the core values: Awesome, Passion, Connection, Creativity, Growth, Daring and Integrity
- Experience the world of PR and Digital Marketing

Skills / Experience / Attributes / Qualifications

- Completed or currently studying an undergraduate degree in Public Relations, Journalism, Marketing or related industries
- Strong written and verbal communication skills
- High level of computer literacy including the MS Office suite. Experience with Adobe Creative Cloud or SharePoint is highly regarded
- High attention to detail with excellent spelling and grammar
- Work collaboratively with the Elevate team
- Professional presentation and attitude

Additional Notes

- The position of Digital Intern is unpaid. If a paid position becomes available, the Digital Intern would be encouraged to apply