

## Position Description

<b>Job title</b>	Media & Communications Internship
<b>Location</b>	Flexible / Remote
<b>Reports to</b>	Communications Manager
<b>Remuneration</b>	Voluntary
<b>Start date:</b>	July 2022
<b>End date:</b>	Nov/ December 2022
<b>Hours of work</b>	4-5 hours per week, Flexible based on availability

### About the WestVic Academy of Sport

The Westvic Academy of Sport (WVAS) is a not-for-profit, community-based organisation with a voluntary Board of Directors, established to provide “talented Western Victorian athletes with high performance services in order to enhance their chances of State & National representation”. The WVAS is based at Federation University, Mt Helen, and supports athletes & families across Western Victoria. The WVAS is one of six (6) Regional Academies in Victoria & sits beneath the Victorian Institute of Sport (VIS) in the structure of the State’s ‘Talented Athlete Pathway’.

### Role Description

The Marketing & Communications internship with the WestVic Academy of Sport offers the opportunity to learn and experience the key areas of social media management, as well as manage internal and external communications within a Regional Sports Academy. The role of the intern will assist both the Executive Officer and the Athlete Services and Program Coordinator with the planning of outgoing content, media releases and event promotion.

### About Us

We are a small team based within Federation University, Mt Helen. We strive to support our athletes in the best ways possible, to help them to reach their full potential. We support our athletes through our Athlete education series, strength & conditioning, holistic support, and wellbeing network. WestVic also operates numerous events for the athletes throughout the year, such as our Athlete of the Year Awards, Olympians Address, Sport specific training sessions and High-Performance days.

## Location

Our office is based in Mt Helen, at Federation University Ballarat. This role has the potential to be remote, or a mixture of in office/remote work based on the needs of the successful applicant.

## About You

We are looking for someone who is interested to learn and experience working for a smaller sporting organisation. Ideally you will have a passion for sports across a range of levels, with a passion in sharing the stories of athletes and their achievements. We are looking for a keen individual, who takes initiative, communicates, and executes extremely well and can add a dash of creativity when needed (and if you enjoy sport, then even better!)

If you have a keen eye for social media content creation, attention to detail and knowledge about sport then you will be well suited to apply for this role. Interning with WestVic will provide you with the opportunity to develop in the areas listed, with the potential for you to create your own campaigns and bring fresh ideas to the Academy. Ideally you will be completing tertiary studies in the field of sports media, marketing, communications, or journalism at a recognised University, Tafe institute or equivalent.

## Work Duties / Experience

Tasks you can expect to assist with and experience.

Area	Task
<b>Social Media</b>	<ul style="list-style-type: none"> <li>• Content Creation</li> <li>• Scheduling</li> <li>• Creative strategy across platforms</li> </ul>
<b>Communications</b>	<ul style="list-style-type: none"> <li>• Article writing</li> <li>• Media Releases (connecting with local media &amp; contacts)</li> <li>• E-News (writing, gathering, and templating)</li> </ul>
<b>Website &amp; Brand</b>	<ul style="list-style-type: none"> <li>• Assisting with our Website and brand review</li> </ul>
<b>Strategic Plan/Board</b>	<ul style="list-style-type: none"> <li>• Assist with implementing key priorities of our Strategic Plan and any projects that arise</li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>• Media coverage for Awards/Events</li> </ul>

## Equipment you'll need:

- Laptop or desktop computer
- Fast and reliable internet access
- Capacity to access remote files and services including MT Teams & Zoom.

## How to Apply

### Please include the following in your application:

1. Cover Letter (300 – 350 words)
  - a. Why you are interested in this internship and how you feel it will fit with your current studies / career pathway.
  - b. Any previous experience you may have that is relevant to the area on marketing & communications
2. Resume
  - a. A copy of your most current resume

Please email your application to [wvas@federation.edu.au](mailto:wvas@federation.edu.au) by COB Monday 11<sup>th</sup> of July 2022

If you have any questions, please feel free to reach out

Shenae Keleher

Executive Officer

FedUni WestVic Academy of Sport

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