



The  
Australian  
Ballet

## Digital (Marketing) Intern

### Internship Details

Hours: 80	Start Date: October 2017
Location: Southbank	Closing date: 4pm on Friday 25 September

### The Australian Ballet

The Australian Ballet exists to inspire, delight and challenge audiences through the power of its performances.

The Australian Ballet is one of the world's premier ballet companies and has delivered extraordinary performances for over 50 years. A commitment to artistic excellence, a spirited style and a willingness to take risks have defined the company from its earliest days, both onstage and off.

The company regularly represents Australia on the world stage and has performed to critical acclaim in 87 cities worldwide including New York, Shanghai, Tokyo, London and Paris. Caring for tradition yet daring to be different, The Australian Ballet performs beloved classical ballets and commissions new work annually. The Australian Ballet presents upwards of 250 shows and 1,700 education and audience engagement events each year.

In addition to 80 exceptional dancers, The Australian Ballet employs master craftspeople and leaders in production and technical support, dance education, marketing, philanthropy, finance, IT, human resources, external relations as well as an orchestra of 62 musicians (Orchestra Victoria).

### Internship

The Australian Ballet is looking for an intern to join our digital team. Our Marketing, Commercial and Audience Development division is responsible for The Australian Ballet's main commercial operations comprising of marketing, public relations, digital, content, recording & broadcast and audience experience, and seeks an intern who can contribute in areas of social media, email, data integrity, reporting, website testing and project coordination.

This intern should be prepared to work in a fast-paced team environment, and will finish the co-curricular internship having gained broad experience in various aspects of digital marketing including:

- Assist in the project coordination of website development and testing.
- Assist in the briefing and creation of emails.
- Assist with reports and analysis of digital marketing performance across social media advertising, search advertising and website traffic.
- Help maintain quality and accuracy across website content.
- Seek and analyse competitor marketing and digital opportunities

•Provide support to social media specialist

## **Selection Criteria**

We are looking for a 3rd year undergraduate student who is majoring in Marketing.

This person should:

- Have excellent verbal and written communication skills
- Have knowledge of Web and social media
- Be interested in pursuing a career in digital marketing.

## **Hours**

The successful applicant can negotiate the hours and days of work with the host employer.

NOTE: interns can complete a maximum of 80 hours.

This is a co-curricular internship and is unpaid.

## **Application Procedure**

The closing date for applications is 4.00pm on Friday 25 September 2017. *Late applications will not be accepted.*

STEP 1 > All applicants are required to upload their resume and cover letter (outlining why you are interested in the cadet placement) via CareerHub (click on Ask a Question) for review by a Careers Team staff member.

Bundoora students >> you can visit the Career Ready drop-in which is located in the David Myers Building, Level 2, Rm 238

Please check the website for hours > [www.latrobe.edu.au/students/careers/contacts](http://www.latrobe.edu.au/students/careers/contacts)

NOTE: Applications will not be considered unless resumes and cover letters have been reviewed by the Career Ready team.

STEP 2 > Once your resume and cover letter have been reviewed and updated, please submit to Diane Micallef, Internship Advisor via email: [d.micallef@latrobe.edu.au](mailto:d.micallef@latrobe.edu.au).

STEP 3 > Applicants are interviewed and shortlisted

STEP 4 > Shortlisted applicants are referred to the host employer

STEP 5 > Host employer selects applicants to interview

STEP 6 > Successful applicant selected and notified.

STEP 7 > Before commencing the internship, the successful applicant must submit a completed Career Ready Placement form.

For further information regarding this opportunity, please go to CareerHub:

<https://latrobe.careerhub.com.au/students/jobs/detail/506260>

