



La Trobe Sport has a highly successful student internship program and we support the delivery of learning that engages students in the real world. Internships are a mutually beneficial experience, whereby the host organisation and the students work together to achieve excellent outcomes for both parties

INTERNSHIP POSITION:

Sport Media & Communications - Internship

ORGANISATION:

La Trobe Sport Central Administration
La Trobe University

RESPONSIBLE TO:

Ben Rowles

Sport Media and Communications Coordinator
La Trobe Sport
9479 5745
La Trobe Sports Stadium, Sports Park, Bundoora Campus

CONDITIONS AND HOURS:

120hrs

As per MAC3INT assessment requirements, this internship is project based and the hours are flexible. Due to the nature of these projects, students may need to work additional hours during or in the lead up to events. Commencement and end date are negotiable if agreed upon by subject coordinator.

Applicants may be asked to work at the following events:

University Basketball League: Weekly matches from March – May 2022

University Nationals Division 1 & 2 (Location TBC): Late September 2022

Representative Sport Awards: April 2022 (TBC)

APPLICATION PROCESS:

Please submit your application to B.Rowles@latrobe.edu.au with a cover letter outlining your skills and the reason why you would like to be involved in this opportunity, a copy of your resume and some examples of your work pertaining to the key selection criteria by **Friday, 12 November 2021**. Short listed applicants will be contacted for an interview.



INTERNSHIP SUMMARY:

The purpose of this internship is to support and work with the Sport Media & Communications Coordinator and La Trobe Sport's Marketing team in managing communications across the entire La Trobe Sport portfolio. This includes opportunities to work with sport partners and stakeholders including the Carlton Football Club, Melbourne City Football Club, Melbourne Rebels and other key delivery partners. You may also be given the opportunity to work at events such as the [Australian University Nationals](#) or with our affiliated semi-elite sports programs including the [University Basketball League](#) and the [North East Blaze](#) (Victorian Netball League).

DUTIES MAY INCLUDE:

- Create and support the development of digital and written content
- Develop and deliver social media campaigns at Intervarsity and our affiliated sport competitions and teams
- Liaise with stakeholders including industry partners, sport clubs, elite athletes, students and research centres
- Assist with delivery and coverage of La Trobe Sport events including photography, videography and written content
- Carry out other duties as required by the Sport Media & Communications Coordinator and other members of the team where applicable

KEY SELECTION CRITERIA:

- Excellent written and verbal communication skills
- Sound understanding of social media platforms
- Basic proficiency in Adobe suite programs (Photoshop, Premiere Pro, Illustrator)
- Good attention to detail
- Can work effectively both independently and in a team environment
- Ability to work to deadlines

DESIRABLE:

- Photography experience
- Videography experience

QUALIFICATIONS/ RELEVANT EXPERIENCE:

Part-completion of a relevant undergraduate degree – e.g. The Bachelor of Media and Communications (Sport Journalism, Journalism, Public Relations and Media Industries)



ORGANISATIONAL BACKGROUND:

[La Trobe Sport](#) is committed to being the Australian University of choice for Sport. We are focused on providing an outstanding student experience, student employability outcomes and being an industry partner of choice.

La Trobe Sport facilitates programs, partnerships, research and course development to enable La Trobe to:

- Be the leading university in Australia for sport-related teaching and research.
- Support student participation in sport and sport-related clubs.
- Actively engage the local community and schools through the use of enhanced sporting facilities and sport services.
- Leverage sports facilities to encourage all members of the University to improve their health and fitness.
- Secure long-term, meaningful institutional influence within the sport industry in Victoria and Australia.