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## **SPORTS MARKETING INTERN – 2014 PAN PACIFIC MASTERS GAMES POSITION DESCRIPTION**

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**POSITION:** Sports Marketing Intern – 2014 Pan Pacific Masters Games

**REPORTS TO:** Marketing and Communications Manager  
Sports Services Manager

**DETAIL:** Commitment: One day a week plus additional over event time  
Applications open: 3 February 2014  
Applications close: 20 March 2014  
Start Date: Week commencing 31 March 2014  
Completion Date: Week commencing 10 November 2014  
Remuneration: Unpaid volunteer role

**LOCATION:** Events Management Queensland  
Level 2, 105 Upton Street, Bundall, QLD 4217

### **DUTY STATEMENT:**

#### ***Position Purpose/Context***

The Sports Marketing Intern is a key member of the Marketing & Communications and Sports Services departments of Events Management Queensland (EMQ). EMQ, a wholly owned subsidiary of the Queensland Government (through Events Queensland), manages and organises world-class mass participation sporting events (Gold Coast Airport Marathon and Pan Pacific Masters Games) designed to generate tourism and maximize significant economic impact to the community.

Under the direction of the Marketing & Communications Manager and Sports Services Manager, the Sports Marketing Intern's main role will be to undertake promotional strategies and communications/public relations activities to generate additional registrations for the Pan Pacific Masters Games (PPMG).

#### ***Position Dimensions***

Main Contacts: General Manager, Marketing & Communications Manager, Sports Services Manager, Sports Services Coordinator, Other EMQ Staff, Board, media, event suppliers, external stakeholders.

### **KEY ACCOUNTABILITIES:**

#### ***Position-specific:***

- Research and update databases for each sport at the PPMG featuring their National and State Sporting Organisations upcoming events and other promotional opportunities.
- Create and maintain a file of promotional copy and images for each PPMG sport to be used for publishing on websites, newsletters and magazines.
- Create and maintain a report showcasing what marketing activities have been undertaken for each PPMG sport.
- Research and contact sporting clubs to investigate promotional opportunities for PPMG. This should complement the promotional plan of each sport's convenor.
- Deliver promotional flyers to sporting events to promote the PPMG.
- Assist with the direct mail campaign of the PPMG Entry Form.

- Assist with the pre-event media publicity of the PPMG through media releases, story angle research and writing participant profiles for the event website and social media.
- Assist with the organisation and delivery of some sports during the event.
- Write news stories about the sports during the event.
- In the few weeks leading up to and during the Gold Coast Airport Marathon, this role would include assisting with function planning, corporate hospitality, prize compilation, accreditation and other duties in the delivery of the event.

***Company Representation:***

- Represent EMQ in a professional and positive manner
- Interact with stakeholders, including sponsors, supporters, customers, staff and other team members with respect and courtesy
- Follow EMQ policies and procedures including office protocols and appropriate channels of communication
- Operate with honesty and integrity, maintaining confidentiality and using discretion with our customer's personal information
- Keep an open dialogue with your Supervisor/Volunteer Coordinator with regards to any issues, challenges or problems that may impact your performance and experience at EMQ
- Obtain approval by your Supervisor of any official written communication (ie. Media releases) being issued on behalf of EMQ

**SELECTION CRITERIA:**

***Work Experience and Skills***

***Essential:***

- Currently undertaking a relevant degree such as Marketing, Public Relations and/or Communications at a tertiary education facility
- Hold and maintain a current driver's licence
- Demonstrated high level communication, interpersonal and negotiation skills
- Demonstrated ability to work autonomously; exercise initiative in undertaking responsibilities and work effectively as a team member.
- Demonstrated high level of organisational and administrative skills and ability to manage and prioritise workload in order to meet deadlines.
- Proven capacity to provide high standard and accurate work within in a fast-paced environment
- Demonstrated high level of computer literacy and proficiency in using Microsoft Office (Word, PowerPoint, Excel, electronic diary and Internet).
- Ability to work abnormal hours and travel when required

***Desirable:***

- Personal interest or participation in sporting endeavours

**ADDITIONAL INFORMATION:**

***Value to the Intern:***

- Statement of Service provided to student post-event on successful completion of the Internship. Statement outlines number of hours contributed and main tasks completed
- Direct supervision and guidance from an industry professional
- Opportunity to apply theoretical knowledge to workplace and develop industry skills
- Opportunity to create a personal network and be part of a team that delivers a world-class event.

***Support and resources provided:***

- Office induction at EMQ office and onsite induction at each venue depending on the roster
- Event t-shirt and cap to wear when representing EMQ
- Meal or meal allowance provided for shifts of six hours or more

***For further information on this role, please contact:***

Catherine Wightman  
 Event Liaison Officer  
 Events Management Queensland  
 Phone: 61 7 5668 9888