



PAN PACIFIC MASTERS GAMES

GOLD COAST AUSTRALIA 5-14 NOVEMBER 2021

IT'S LIVE!
in Queensland

MEDIA AND PUBLIC RELATIONS POSITION DESCRIPTION

POSITION:	Media and Public Relations Intern	
REPORTS TO:	Marketing and Partnerships Manager - TBC	
DETAIL:	Commitment:	One day per week then five days during event (5-14 November)
	Applications Open:	Monday 26 July
	Start date:	Week beginning Monday 6 September
	Completion date:	Week beginning 15 November
	Remuneration:	Unpaid volunteer role
LOCATION:	Pre-Event:	During Event:
	Events Management Queensland Level 2, 105 Upton Street Bundall, QLD 4217	Various Sporting Locations TBC

DUTY STATEMENT:

Position Purpose/Context

The Media and Public Relations Intern is a key member of the Marketing and Communications Department of Events Management Queensland (EMQ). EMQ, a wholly owned subsidiary of the Queensland Government (through Tourism and Events Queensland), manages and organises world-class mass participation sporting events designed to generate tourism and maximise significant economic impact to the community.

Under the direction of the General Manager - Marketing Services, the Media and Public Relations Intern's main role is to generate positive media coverage to promote the 2021 Pan Pacific Masters Games and assist with other communications and public relations activities.

Position Dimensions

Main Contacts: Marketing and Partnerships Manager, Graphic Designer, Media Consultant, EMQ Staff, Board, local media, event suppliers, external stakeholders.

KEY ACCOUNTABILITIES:

Position-specific:

- Research, prepare and distribute participant-related editorial content including media releases, social media posts, newsletter copy, video/audio scripts and other general items
- Write profiles on participants
- Media liaison

Company Representation:

- Represent EMQ in a professional and positive manner

PLAY IT, LIVE IT, LOVE IT!

mastersgames.com.au #PPMG21

- 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 Manager 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 Journalism, Public Relations and/or Communications at a higher education institution
- Demonstrated news writing skills
- Demonstrated high level communication, interpersonal and negotiation skills
- Demonstrated ability to conduct telephone interviews
- Understanding of social media channels
- 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 Word
- Hold and maintain a current driver's licence

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 industry professionals
- 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
- Reimbursement for parking expenses where no free parking is available
- Meal or meal allowance provided for shifts of six hours or more

Apply

- To apply please go to – <https://emq.rosterfy.com.au/invite/internships>

For further information on this role, please contact:

Grace Moormann

Volunteer Coordinator

Events Management Queensland

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