MARKETING INTERN

<table>
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<th>Position Status:</th>
<th>Internship</th>
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<td>Hours of duty:</td>
<td>7.5 hours per day. 1 day per week for 8 weeks</td>
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POSITION PURPOSE
The Marketing Intern position is an unpaid role in the PACT team and is responsible for assisting the Content Manager in the delivery of strategies around online content generation, brand visibility, marketing and communications.

RELATIONSHIPS
The Marketing Intern reports directly to the Content Manager and indirectly to the General Manager.

MAJOR RESPONSIBILITIES
Under the supervision of the Content Manager, the Marketing Intern:
- creating content for digital platforms
- activating the website’s blog and vlog pages
- gathering and analysing audience data
- promoting current and upcoming program through online platforms
- delivering branding strategy
- delivering the social media strategy

ENVIRONMENT & POSITION CHALLENGES
PACT centre for emerging artists is an Incorporated Association and governed by a Board of Directors. PACT is a small organisation with an annual turnover of around $100,000 p.a. PACT receives funding from the Australia Council and Arts NSW and is supported by the Council of the City of Sydney through an accommodation grant.

PACT has a small permanent staff of six including four part-time positions. Staff are located in an intimate office space, where close working relationships, open communication and a sense of humour are essential to the maintenance of a creative and calm environment.
KEY SELECTION CRITERIA

POSITION: Marketing Intern

Knowledge of:
- Broad range of online platforms
- Wordpress
- Social Media

Essential skills and attributes:
- reliable
- attention to detail
- writing skills
- interest in the arts and contemporary performance

Desired skills:
- photography
- Indesign