

Position Description
RMIT School of Design
RMIT School of Media and Communication



Monday, November 11, 2024

Type of Role

Unpaid Internship

If this is an unpaid internship, you will need to be enrolled in an internship course to take up this opportunity. Your enrolment will be checked by the company and RMIT via a signed WIL Agreement before you can start.

Location

Melb CBD, some WFH flexibility

Position Title

RISING Content and Marketing Internship

Organisation Name

RISING

Website

<https://rising.melbourne/>

Start Date

Options: January, February, April (Negotiable)

Applications Close

Wednesday, December 4, 2024

Some employers may recruit prior to the close date.

Apply to

Anna Horan

Title

Head of Brand and Content

Email

content@rising.melbourne

How to Apply

- Cover letter CV
- Student to advise their preferred availability
- If you wish to apply for a graphic design role, please supply a link to your folio

Supervisor's Bio

Anna has over a decade of experience in media, editorial, branded content and strategy. She has worked across sectors as a writer and editor for youth publishing brands, government-side in communications, and in advertising in branded content. At ad agency CHE Proximity, she rose to Head of Editorial and Social, working on brands such as ING, Telstra, Coles Liquor, Flybuys and more.

In 2020, Anna left advertising to join the arts, and launch an exciting new festival for Melbourne. As Head of Brand and Content at RISING, Anna oversees brand strategy, brand creative, content and owned channels, as well as

festival documentation, signage and merchandise.

Anna started out as an intern with Lifelounge Group in 2011, so knows the incredible value an internship can bring to kickstarting your career.

About the Organisation

RISING is a festival new art, music and performance in the heart of Naarm (Melbourne, Australia). A major cultural event for the Asia Pacific Region, the festival is created by a diverse team of local, national and international artists and curators. RISING's purpose is to reflect Melbourne's identity and amplify its art and artists.

The festival returns in 2025. View the 2024 RISING program: <https://2024.rising.melbourne/program>

About the Role:

- Source content and assist artist content collection
- Assist with CMS content entry, event listings and web updates
- Assist social media scheduling
- Assist social media and email reporting
- Pitch and execute social media content ideas
- Assist on film and photography shoots
- Assist with administrative tasks
- Attend Brand and Commercial meetings
- Assist with meeting minutes and collating actions
- Compile assets for brand, media, venue and government partners
- Support Marketing Director, Head of Brand and Content, Brand and Commercial Director and Head of Ticketing and Customer Experience, as required

Desired Skills

- Undertaking study in a relevant field: media and communications, arts management, marketing/advertising, design
- A willingness to learn and a can-do attitude
- An interest in the arts
- Social media experience
- Attentive listening and notetaking skills
- Clear, friendly, and honest communication
- Creative and collaborative work style
- Attention to detail
- Committed to access and inclusion

BONUS

- Experience with project management tools such as Airtable and Monday.com
- Video, photo editing, or graphic design skills

Opportunities and Benefits

- Skills development learning opportunities in brand, content, marketing and partnerships
- Supervision and interaction with the broader Brand and Commercial team

- Gain an understanding of how the festival is programmed and different departments' roles
- Inclusion in All Staff activities: program briefings, training webinars, staff events
- Interns will have the opportunity to apply for paid positions in Customer Service, Ticketing and Front of House for the festival