

## **White Ribbon Internship (Marketing and Communications)**

*Part time: 2 days per week 9am to 5pm*

*Duration: 12 weeks with possible extension*

*Location: North Sydney*

*Start date: 15/10/19*

**Vision:** A nation that respects women, in which every woman lives in safety free from all forms of men's abuse.

**Purpose:** Engaging men to make women's safety a man's issue too.

### **White Ribbon Core Values:**

- Courage – courage in facing challenge and finding creative, innovative solutions
- Integrity – ethical, honest and accountable to all
- Respect – compassionate, honouring and acknowledging difference and upholding dignity
- Collaboration – working collaboratively to drive positive social change
- Leadership – leaders in driving lasting, positive, normative change

### **Role Purpose:**

White Ribbon Australia is seeking individuals who would like to undertake a voluntary internship with an organisation committed to the prevention of men's violence against women. Internships will be appointed to various portfolios to assist with data management, research and general program implementation.

You will be working closely with the Marketing and Communications team to support work across social media, copywriting, PR, digital and traditional marketing, content production, and campaign integration. You will get a thorough overview of all aspects of marketing and communications, particularly within a not-for-profit environment.

### **Accountabilities:**

- Writing engaging content for our social media channels, blog, website, and eDMs
- Researching and curating interesting and relevant content for social media, blogs
- Researching new ideas and implementing the latest social media trends
- Creating relevant videos, social media tiles, and other content through our supported platforms
- Supporting the team in producing marketing campaigns and managing content for White Ribbon programs, including schools, fatherhood, workplaces and youth.

### **Selection criteria**

**All candidates should ideally have the following skills and expertise:**

- Studied / be currently studying for a degree in Communications, Media, Journalism, Marketing or PR

- Have strong written communications skills, strong computer skills and experience with social media platforms and Wordpress
- Have a creative mind – we want your input and suggestions!
- Have a passion for gender equality and ending violence against women
- Be a great team player

**The internship will be supported by the Campaign & Marketing Coordinator by:**

- one-on-one mentoring sessions in regards to personal development, what the intern would like to be doing more or less of, and opportunities they may have identified.
- training and access to social media accounts (Facebook, Twitter, LinkedIn, Instagram), mass communications platforms (Pardot, Salesforce, Hootsuite), tracking (Google Analytics)
- regular catch-ups and feedback on work

**The intern will receive practical experience in:**

- drafting copy for social media posts, newsletters, campaign materials
- coming up with creative ideas for social media posts, particularly Instagram stories
- planning for and working on existing campaigns and projects
- liaising with various White Ribbon portfolios in relation to various marketing campaigns and projects

**The intern will receive training in the below, noting that this will only be training where it is relevant to the project work:**

- Pardot
- Google Analytics
- InDesign / Canva
- Marketing and communications best practice

**How to apply for this internship:**

Please address your application to Human Resources, White Ribbon Australia: [hr@whiteribbon.org.au](mailto:hr@whiteribbon.org.au) using the subject line: **White Ribbon Intern Application Marketing and Communication.**

**All applicants MUST submit a cover letter, and a resume.**

**All applicant may be asked to provide an Australian Police Check and a Work With Children Check.**

Any application that does not address these areas will not be considered.

