

Position Description

FRINGE WORLD Marketing Intern

About FRINGE WORLD

The FRINGE WORLD Festival is the largest annual event staged in Western Australia and the third largest Fringe Festival in the world in terms of tickets sold. The Festival is produced by Artrage, a not-for-profit incorporated association that has been at the forefront of developing arts and culture in Western Australia since 1983.

Alongside the annual Festival, Artrage produces and manages a number of other arts and entertainment enterprises that increase the scale and breadth of the organisation's reach including an outdoor cinema that runs throughout the summer and a regional touring program.

Find out more about the positive impact of the FRINGE WORLD Festival and the work of Artrage here. https://issuu.com/artrage/docs/2017_impact_report

About the Role

The FRINGE WORLD Festival Intern will assist the FRINGE WORLD Marketing Team with Festival marketing and promotional initiatives.

We are looking for an intern who is available for at least two days per week from October 2017 though to March 2018.

This is an unpaid position.

The benefits of this position are:

- Hands on experience in a busy and exciting Festival environment;
- Opportunity to work on creative marketing and communications campaigns;
- Complimentary tickets to FRINGE WORLD Festival; and
- Written reference to assist with gaining future employment.

Application process

In your application, please provide:

- A cover letter (maximum of two pages) that addresses the Role Tasks and Skills required for the role;
- A current resume with contact details of two professional referees.
- 1-2 writing samples relevant to the Role Tasks.

Application closing date: Midnight WST Monday 25 September 2017

Applications received after the closing date will not be accepted. Applications can only be sent via email as MS Word or Adobe PDF files with a total size of no more than 2MB. Do not attach ZIP or password protected files.

Email your application to hello@artrage.com.au with “FRINGE WORLD Marketing Intern” in the Subject heading before the application closing date.

Any questions or queries regarding the application process or position can be directed to the FRINGE WORLD Festival Marketing Director, Joanna Hos at hello@artrage.com.au.

By submitting an application for this position you acknowledge and accept our Privacy Policy, which is available to view on our website.

Selection Process

Shortlisted applicants will be asked to take part in an interview in September/October.

Unsuccessful applicants will be notified in October.

The position is to commence during the week commencing Monday 16 October 2017.

FRINGE WORLD Marketing Intern

Position Title	Marketing Intern
Reports to	FRINGE WORLD Marketing Director
Direct Reports	Nil
Works alongside	Senior Marketing Coordinator, Festival Marketing Coordinator

Role tasks

Assist the Marketing Team with tasks including:

- Designing digital marketing materials including social media graphics;
- Collect, research and analyse data to report on ways to improve marketing projects;
- Content creation and writing news stories for website, social media and e-news publication;
- Event coordination for the FRINGE WORLD Awards and FRINGE WORLD VIP Party;
- Invitation lists and updating contacts in a database; and
- Sales initiatives including coordinating complimentary ticket distribution.

Skills

- Interpersonal, verbal and written communication skills;
- Experience with Adobe Design Suite;
- Ability to effectively complete tasks to deadline;
- Ability to work efficiently and calmly under pressure;
- Self motivation and the ability to work unsupervised; and
- Computer literacy and experience in Microsoft Office Suite including Excel.