



## Triathlon WA Digital Media Internship Position Description

<b>Job Title:</b>	<b>Digital Media Internship</b>
<b>Position Status:</b>	<b>Volunteer internship</b>
<b>Reports To:</b>	<b>Manager Events &amp; Marketing</b>
<b>Current As:</b>	<b>August 2017</b>
<p>Triathlon Western Australia is the State Sporting Organisation responsible for the development, promotion and governance of the sport of triathlon throughout Western Australia. Triathlon Western Australia is a not for profit organisation which is governed by the Board of Triathlon WA. Triathlon WA is one of eight State and Territory Triathlon Associations, which make up the membership of the national body, Triathlon Australia.</p> <p>Triathlon WA's purpose is to grow, strengthen and connect the triathlon community in Western Australia through membership, clubs, programs and major events. This is achieved by delivering on our key focus areas and enablers:</p> <ul style="list-style-type: none"> <li>• Engagement – A sport where everyone feels connected and to which anyone can connect</li> <li>• Access – A sport that anyone can do</li> <li>• Pathways – A sport where everyone has the opportunity to achieve to the level to which they aspire</li> <li>• Clubs – A sport of thriving clubs, building communities</li> <li>• Partnerships – A sport of collaborative partnerships, enhancing value</li> <li>• Organisation – A sport in safe hands</li> <li>• Busselton Festival of Triathlon – An iconic Western Australian event</li> </ul>	
<b>POSITION PURPOSE &amp; ACCOUNTABILITY</b>	<ul style="list-style-type: none"> <li>• Triathlon Western Australia is seeking an individual with a background in, or currently studying, digital media to undertake an internship.</li> <li>• The role would require the individual to work on the Clubs and Membership portfolio of digital communications and include interaction with members of staff across these areas. <ul style="list-style-type: none"> <li>○ Specifically, the Digital Media Intern will support the development of digital video content to promote members involvement and motivation for membership of our affiliated clubs.</li> <li>○ Assist with the implementation of digital content for a new Triathlon WA website.</li> </ul> </li> <li>• This is a volunteer position with specific hours and time commitment to be negotiated, however as a guide, it is expected that the successful applicant would be available for a 8-10 week engagement of between 8-12 hours per week.</li> </ul> <p>The Digital Media Intern will work closely with the Marketing and Event Coordinator at Triathlon WA and will be provided with the necessary direction and support to fulfil the role as described. However, the successful individual would be expected to be able to work independently and with a degree of self-management.</p>
<b>KEY RELATIONSHIPS</b>	<ul style="list-style-type: none"> <li>• The position reports to the Marketing &amp; Event Coordinator and will work closely with them on project content and strategic direction.</li> <li>• Internal/external liaisons with TWA Staff, TWA Clubs and members.</li> </ul>

## KEY CRITERIA

<b>EXPERIENCE / TRAINING / QUALIFICATIONS</b>	<ul style="list-style-type: none"><li>• Previous and/or current Higher Education study in digital media or similar.</li><li>• Experience with creating quality video content and implementation of digital media strategies.</li><li>• Strong technical background and advanced computer skills.</li><li>• Sound understanding of social media best practices including, but not limited to, Facebook, Instagram and YouTube.</li><li>• Knowledge and understanding of SEO, SEM and link building strategies for website development and promotion.</li><li>• Multi-browser experience (Chrome, Firefox, IE, Safari and Opera) and a sound working knowledge of multiple devices (PCs, mobile, tablets).</li></ul>
<b>PERSONAL ATTRIBUTES</b>	<ul style="list-style-type: none"><li>• An ability to work independently and as part of a small team.</li><li>• An appetite for achievement and an ability to be creative and innovative.</li><li>• A 'can-do' attitude to taking ownership of challenges and solving problems.</li><li>• Strong written and verbal communication skills.</li><li>• Excellent time management skills.</li><li>• An appreciation of the motivators behind sports participation would be beneficial.</li></ul>

## APPLICATION PROCESS

<b>ESSENTIAL</b>	<p>Applicants should provide a <u>brief CV plus a single-page cover letter submitted together as a single document</u> and address the following Selection Criteria which will be used to shortlist/select candidates:</p> <ul style="list-style-type: none"><li>• Experience in the areas of responsibility as outlined in the position summary.</li><li>• Outline relevant experience, training and qualifications.</li><li>• Describe personal attributes as appropriate to the role.</li></ul>
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