

Internship:	Marketing Intern (voluntary) – 1 position available
Mentored by:	Marketing & Partnerships Manager; Marketing Coordinator
Placement starts:	Week beginning 20 April 2019 (or otherwise by negotiation)
Duration:	Five months (April to August), approx. two 5.5 hour days per week plus 25 hours over the 10 day festival period. This internship can be adjusted to suit course credits requiring 150 or 200 hours.
Remuneration:	This is a voluntary position. Interns each receive a travel stipend of \$10 per day/week; a festival allowance of approximately \$70; and a Staff Pass providing full access to all of MWF20

MWF offers a structured voluntary internship program. Internships are designed for people who want to complete a placement as part of an educational course, and people keen to develop their professional experience and skills.

Interns work directly with the whole team including senior staff and have the opportunity to develop individual projects. Interns gain insight into literature and publishing and learn about literary programming, event delivery, arts management, marketing and PR in an arts festival context.

MWF is an equal opportunity employer. We aim to nurture a diverse and inclusive workplace, and we strongly encourage applications from Aboriginal and Torres Strait Islander people, people with disability, and culturally and linguistically diverse applicants.

Don't be daunted by the selection criteria: we are interested in your commitment and willingness to contribute to MWF, and in how you feel this opportunity would support your professional development. If you have any questions at all or would like to discuss the opportunity further, please do contact our Festival Administrator, Jessica Harvie, on admin@mwf.com.au or 9094 7859.

Melbourne Writers Festival

Melbourne Writers Festival is an internationally acclaimed festival that celebrates literature and the work of writers.

As one of Australia's leading cultural events, we attract the world's best writers and thinkers to create stimulating, meaningful moments that inspire lasting passion for reading and ideas.

Each year in August, the Festival celebrates the art, talent and ideas of hundreds of writers from Australia and around the world, through a vibrant program of storytelling, conversation and discussion, intellectual debate, educational programs, live performance, music and art events. The Festival includes a number of free and family events for people of all ages.

MWF ensures that all Victorians feel welcome to participate fully in the Festival by being socially and culturally inclusive. MWF sets the national agenda for the discussion of writing and ideas, encouraging all Victorians to read and engage culturally. MWF takes great pride in growing the next generation of readers. Our Schools' Program is Australia's biggest literary festival for students. In 2020, the Festival is on from Friday 7 to Sunday 16 August.

About MWF Marketing Internships

MWF Marketing Interns have a unique opportunity to cultivate valuable skills in arts marketing, to contribute to an exciting area of the Festival, and to gain behind-the-scenes insights into one of Melbourne's most prestigious arts events. Marketing Interns help bring MWF to life. Each intern will observe complex marketing and publicity activities, working alongside staff to learn on-the-job skills in the execution of digital and traditional marketing and publicity campaigns. Interns are given the opportunity to lead an individual project.

As with all roles at the Festival, the internship involves a significant amount of vital administration work.

Benefits for Interns

MWF Internships provide a fantastic professional development experience, with hands-on participation in a major festival environment, in a supportive and fun team. Intern benefits include:

- Understanding the function of marketing and the unique nature of a festival environment;
- Obtaining course credits (subject to individual university requirements);
- Significant mentoring, developing transferable skills and building professional networks;
- An official MWF Staff Pass allowing entry to Festival events, free tickets for friends, Festival party invitations and behind-the-scenes Festival access; and
- Obtaining a letter of reference (if requested).

Activities of the MWF Marketing Interns

Some activities that Marketing Interns may undertake include:

- Writing, proofreading, and creating content for MWF marketing channels and publicity initiatives;
- Working with the team to produce marketing materials;
- Creating marketing content and promotions with industry contacts;
- Helping coordinate production and distribution of the Festival Planner, including helping to check and prepare graphics, logos, images, and copy;
- Entering information into a database and helping maintain mailing lists;
- Assisting to coordinate audience research and post-Festival research projects; and
- Writing a post-Festival report, and attending an exit interview.

Time Commitment

Internships commence during the week beginning 20 April. Interns are asked to commit to 11 hrs per week (two 5.5 hour days) until the week starting 3 August. **Your time with MWF will also require five half-days during the Festival period of 7 to 16 August**, plus one day of reporting and wrap up after the festival.

Selection Criteria

This is a fantastic opportunity for anyone interested in developing their marketing skills in an arts, culture or festival environment. We look for interns who will most benefit from these placements. Applicants should have:

- A keen interest in marketing and festivals;
- A keen interest in editing and proofreading, with strong attention to detail;
- A desire to use and develop their great written and verbal communication skills;
- A desire to develop their skills independently, and contribute collaboratively, to a busy festival team;
- Confidence using various computer applications; and
- Cultural awareness and an interest in working with a wide variety of people.

How to Apply

Applications close at 9am AEDT on Monday 30 March 2020. MWF will review applications in the order received, so please be prompt. Interviews will be held in the week of 06 April 2020.

- Applications should include a cover letter touching on the selection criteria, what you hope to get out of the internship, whether you're undertaking the internship for course credit, and your availabilities (no more than two pages), as well as a current CV.
- Please save your application as a **single** Word/PDF document. Name your file: Your Surname, Your First Name - Marketing Intern Application
- Name your email subject: Marketing Intern Application - Your Name

Email your application to admin@mwf.com.au by 9am AEDT on **Monday 30 March 2020**.