

MARKETING INTERNSHIP

To apply for this internship, complete the [online application form](#). Please ensure you address how your skills and experience relate to the role and include your availability over the key dates.

Applications close 5pm, Friday 29 November 2024.

About the internship

Sydney Writers' Festival Marketing Department is looking for a digitally savvy, arts-loving, highly motivated student to join the team as an intern in 2025. The marketing internship is a wonderful opportunity for marketing and communication students to get hands-on professional experience in a major literary festival.

The successful applicant will learn various skills required to assist with implementing the 2025 Festival marketing campaign. Reporting directly to the Head of Marketing & Digital and Digital Marketing Manager, and working alongside arts marketing professionals, the marketing intern can immerse themselves in the day-to-day operations of a proficient arts marketing team during the fast-paced, deadline-driven campaign period of the Festival.

The marketing interns would benefit from skills or interest in the following areas:

- love of literature
- passion for online media, social media and business development
- experience creating content, both written and digital
- excellent attention to detail, particularly in relation to proofing marketing content
- ability to multi-task and work within deadlines
- familiarity with Photoshop, InDesign and Keynote
- eagerness to take on responsibility and provide creative suggestions
- a desire to take a project from beginning to end.

This role is ideal for students studying Marketing, Media or Communication Arts.

The **Marketing internship will commence on 14 February and finish on 31 May 2025. It will take place over 2 bursts, one from 14 February until 14 March, and one from 1 May until 31 May**, with exact dates to be negotiated around intern availability. The total commitment will equate to approximately **125 hours** over 10 weeks, at 8–10 hours per week with an additional 25 hours across the week of the Festival. Weekly hours can reflect a combination of office attendance and being onsite for Festival events. During the week of the Festival, the intern will have the chance to put their learning into practice and to witness the results of their hard work.

Role responsibilities

The intern will assist with:

- producing marketing content (research, copywriting)
- contributing content ideas and monitoring social networking profiles
- creating digital assets for social media using Photoshop
- preparing the Festival website for launch
- rolling out the 2025 marketing campaign
- sourcing relevant marketing opportunities through online listings, email newsletters and third-party promotions
- creating print collateral and distribution
- creating signage and Festival branding using InDesign
- Proofing marketing collateral
- and any other tasks as needed.

Key learning opportunities

- **Digital content:** including online content creation, blog content production, and uploading to a website content management system (CMS)
- **Social media:** including contributing to social channels and digital assets production
- **Marketing campaigns:** assisting with the Festival campaign, working on niche marketing for individual events and assisting with Festival promotions and actions from sales meetings
- **Print marketing and archiving:** including creating and maintaining archives, editing print material, assisting with print production and distribution and assisting with day sheets
- **Design:** including creating digital assets and design briefs

Key dates

These are the Festival milestones, some of which may require availability beyond office hours in the evenings or weekends. Updates to the below dates, plus any additional dates specific to your role, will be provided at the interview stage.

29 Nov 2024	Sydney Writers' Festival Internship Applications close
2–13 Dec 2024	Review applications and shortlisted candidates interviewed
16 Dec 2024	Advise all shortlisted candidates of final outcomes
14 Feb 2025	Internship commences
3 May 2025	SWF Orientation Day (for volunteers, interns, crew)
19–25 May 2025	Sydney Writers' Festival