

## **BRIEF DESCRIPTION OF THE ORGANISATION**

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### **THINGS TO CONSIDER:**

- Vision/ mission
- Number of employees
- Organisational structure or roles
- Type of organisation (e.g. for profit, not-for-profit)

### **EXAMPLE:**

The Careers Division provides resources, programs, events and services to help students to establish appropriate careers goals and to identify pathways and strategies to achieve those goals. It is a diverse team with approximately 20 employees working in different areas such as business development, marketing, work integrated learning (WIL) and management.

## **BRIEF DESCRIPTION OF THE WORKPLACE ENVIRONMENT AND CULTURE**

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### **THINGS TO CONSIDER:**

- Will the intern have a designated space to work from or desk?
- Is there a strict dress code in the workplace?
- Are there social events/activities that the intern will be expected to participate in?
- Is there a fluid communication style among employees, or is booking regular meetings required?

### **EXAMPLE:**

The Careers Division is a professional working environment within the University and interns are required to wear smart/casual attire. They will have a computer and desk to work from, however they may be required to move desk occasionally to work with different team members.

We have a staff morning tea every Thursday to catch up and colleagues often have lunch together. Whilst communication with your supervisor will be relatively fluid, you would be expected to book in meetings with other team members to discuss business matters.

## WHAT IS THE GOAL OF THE INTERNSHIP?

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### THINGS TO CONSIDER:

- What will the student work toward?
- Will they work on one or more projects?
- Which team or individuals will they work with?

### EXAMPLE:

The goal of this position is to work closely with the Careers Division to provide marketing communications support across the division. This will include contributions to event management, assistance with the implementation of marketing and communications strategies for the Careers Division, creating content for potential industry contacts and alumni as well as developing a range of marketing collateral. The intern will have guidance from various staff to complete these tasks and the goal will be to integrate them as a member of the team.

## WHAT LEARNING OPPORTUNITIES WILL THE STUDENTS HAVE?

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### THINGS TO CONSIDER:

- Skills the students will develop
- Knowledge the student will gain
- Different functional areas the student will gain experience in
- Insights into the organisation, culture and industry

### EXAMPLE:

Successful applicants will have the opportunity to work with one or more specialists and gain valuable knowledge and experience across areas including:

- Explore content strategy and curation for marketing and PR
- Research skills, content writing and editing
- Employer liaison and stakeholder engagement



## INTERNSHIP SPECIFIC TASKS (4 MINIMUM)

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### THINGS TO CONSIDER:

- The student needs to be supervised and given guidance with tasks
- Consider providing a variety of responsibilities
- The student should not be responsible for *managing* critical tasks but can contribute

### EXAMPLE:

With guidance from their supervisor,

- Assist in developing a communication strategy framework
- Conduct research on market trends and propose new marketing and content strategies
- With supervision and feedback from the team, partake in content writing and editing
- Liaise with industry and various stakeholders
- Work with the team to develop social media content and analyse marketing data

