



POSITION DESCRIPTION

JOB TITLE	Internship - Digital Content Assistant
BUSINESS UNIT	Marketing & Communications
REPORTING TO	Senior Manager, Marketing & Communications
LOCATION	Armidale
CLASSIFICATION	Miscellaneous Award 2020
DATE	December 2023

PURPOSE OF THE POSITION

The Digital Content Assistant is responsible for delivering digital content and implementing strategies as directed by the Communications Coordinator and Senior Manager, Marketing and Communications. This role focuses on meeting UNE Life's media creation and social media needs through proactive task completion.

The Digital Content Assistant will contribute to creating engaging and appealing digital content, managing social media platforms and liaising with stakeholders.

ORGANISATIONAL CONTEXT

We are a wholly owned, not-for-profit entity of the University of New England (UNE) independently governed by a Board of Directors and led by a Chief Executive Officer. Put simply, we are a company that is also part of the University family.

Our mission at UNE Life is to provide an outstanding experience both on, and off our University campuses.

We are the bridge between the University and its many communities. We are a team that gets things done together with a focus on honesty and respect for one another.

One of our bigger success measures revolves around our commitment to quality service for the UNE and the wider community. We offer a unique set of services which are divided into 5 business units, these include:

- Student Experience – includes clubs & societies, our student-powered radio TuneFM, our independent student Advocacy & Welfare Services, and specific events & activations from orientation, to graduation.
- Commercial Services - includes our retail outlets, food & beverage services, event management & catering, and Belgrave Cinema.



- SportUNE – includes our state-of-the-art community gym, on-campus sporting facilities, and recreational facilities/activities.
- Safety, Security & Information - includes around-the-clock security services for the University.
- Corporate Services – includes Finance, People & Culture, Branding & Marketing, IT Management, and Contract Management.
- Health – includes UNE Healthcare Centre and UNE Life Health.

UNE LIFE VALUES

We believe our values reflect who we are as a team. Alignment with these values is key to your success with UNE Life.

- Honesty – transparency builds trust
- Respect – yourself, others, and all we do
- We are a team – we get things done, together
- Never settle – we live for continuous improvement
- Surpass expectations – we focus on customer satisfaction
- We're committed – we do what we do because we believe in it.

KEY ACCOUNTABILITIES

1. Support UNE Life's corporate and business unit's social media presence, through:
 - a) Demonstrating knowledge and proficiency across various social media platforms such as Facebook, Instagram, Twitter, and LinkedIn,
 - b) Proactively planning and execute social media messages, focusing on creating fun, relevant, and engaging content,
 - c) Staying up-to-date with social media trends to increase engagement and reach across all platforms,
2. Assist with Coordination of the central events and activities calendar for UNE Life, ensuring it is forward-facing and effectively communicates upcoming events to the target audience.
3. Create and assist with sourcing basic graphic art, digital imagery, gifs, posters, signage, and brochures that align with the business unit's tone and appeal to the target audience.
4. Utilise basic video editing skills to create engaging social media content and support the production of video content for key events such as Graduation and Orientation.
5. Effectively manage priorities and timelines in collaboration with UNE Life business units.
6. Assisting with UNE Life's web presence to ensure it remains a reliable and up-to-date source of information for customers and stakeholders, as directed.



Note: *It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the key responsibilities of the position. The responsibilities listed above may be altered in accordance with the changing requirements of the role.*

KEY RELATIONSHIPS

Direct Reports:

N/A

External Stakeholders

- UNE
- UNE Corporate Communications
- External media
- Local and regional community leaders

Internal Stakeholders:

- UNE Life Colleagues
- UNE Life Business Unit Managers

SELECTION CRITERIA

1. Studying in a relevant field, such as Digital Media, Media and Communications, Marketing, or equivalent practical experience.
2. Proficiency in creating graphic art and visual content using digital tools and software.
3. Basic video editing skills with the ability to create engaging social media content.
4. Intermediate photography skills, including framing and subject selection, with experience capturing compelling images
5. Excellent time management and organisational skills, with the ability to prioritise tasks and meet deadlines.
6. Knowledge and aptitude across various social media platforms, including Facebook, Instagram, and LinkedIn.

SPECIAL REQUIREMENTS

1. May be required to work weekend and afterhours (with notice).



POSITION DIMENSIONS

Work Health and Safety Statement

Cooperate with all health and safety policies and procedures and take all reasonable care to ensure actions do not impact on the health and safety of staff, students, visitors and members of the public.

Equal Employment Opportunity

Ensure that the principles of equal employment opportunities are implemented promoted and adhered.

EMPLOYMENT AGREEMENT

As the incumbent of this position, I have read the position description, understand its contents and agree to work in accordance with the requirements of the position.

Signatories	Name	Signature	Date
Staff member			
Supervisor			

