



- COLLINGWOOD FOOTBALL CLUB -

# INTERNSHIP OPPORTUNITY

## MARKETING & COMMUNICATIONS INTERNSHIP

The Collingwood Football Club is the biggest and most iconic professional sporting club in Australia.

A promoter of everything innovative, we are offering students the opportunity to partake in our newly formed Marketing & Communications Internship program.

The Marketing & Communication intern will provide assistance to the marketing team with the execution of the marketing strategy to achieve organisational and department objectives.

### KEY DUTIES

- Managing development of a range of marketing assets  
For example digital banners, flyers, match day branding assets, emails
- Assisting with campaign monitoring and reporting
- Competitor analysis – researching trends and campaigns in the sporting industry and sharing findings with the team
- Other duties as required- this could be across a range of activities including assisting with social media content and scheduling, campaign project management, activations management

### DURATION

The program will commence early March 2019 and continue across the year.

Applicants will need to commit between 6-12 hours per week, based at the Holden Centre.

### ESSENTIAL CRITERIA

Students studying Marketing / Communications or equivalent degree requiring undergraduate practicum placement hours (generally 2<sup>nd</sup> or 3<sup>rd</sup> year students).

The successful intern will also possess;

- Humility, a great work ethic and an eye for detail
- Thirst for knowledge and a passion to work in elite sport
- Strong communication skills
- A team focus, with the ability to work independently when required

### APPLICATIONS

To apply, submit your cover letter and CV to [careers@collingwoodfc.com.au](mailto:careers@collingwoodfc.com.au) by Monday 4 March 2019. Please include **Marketing and Communications Internship** as your subject in your email application.

