



# TALENT FOR BUSINESS GROWTH

## Australian **Over 50s** Guide Book

For Active Retirees & Seniors

<b>Website</b>	<a href="http://www.australianoverfifties.com.au">www.australianoverfifties.com.au</a> and <a href="http://www.livewellclub.com.au">www.livewellclub.com.au</a>
<b>Office Address</b>	12 Meadowview Drive, Carrara, Qld 4211
<b>Company Overview</b>	Australia's largest circulating Guidebook for the Over 50s, Active Retirees and Seniors.
<b>Employment Type</b>	Internship
<b>Position Title</b>	<b>Social Media Marketing Internship</b>
<b>Purpose</b>	This position will assist with content creation and digital media strategies to increase the engagement on our social media channels and website.
<b>Key Duties</b>	<ul style="list-style-type: none"><li>• Designing, creating, and executing digital media strategies</li><li>• Content creation</li><li>• Proofreading, scheduling and publishing posts on social media platforms such as Facebook and Instagram</li><li>• Work alongside the team to create, schedule and send email marketing campaigns</li><li>• Monitoring, analysing and optimising campaign performance</li><li>• Develop and maintain digital media content library</li><li>• Assist in other tasks as required</li></ul>
<b>Key Skills &amp; Attributes</b>	<ul style="list-style-type: none"><li>• Previous experience and understanding of social media platforms desirable</li><li>• Strong interest in social media marketing</li><li>• Enthusiastic and confident communicator who can engage effectively with stakeholders</li><li>• Ability to develop creative, innovative and engaging content across a range of digital platforms</li><li>• Strong written and verbal communication skills</li><li>• Ability to multi-task and prioritise tasks</li><li>• Attention to detail</li><li>• Ability to work autonomously as well as part of a team</li></ul>

**Students:** To express your interest in this position, please APPLY NOW at [www.studygoldcoast.org.au/work/open-opportunities/](http://www.studygoldcoast.org.au/work/open-opportunities/)

**Providers:** To support your student in obtaining this position, please email [partnerships@studygoldcoast.org.au](mailto:partnerships@studygoldcoast.org.au) or contact Megan on 07 5556 6106.

STUDY  
**GOLDCOAST**<sup>™</sup>



# TALENT FOR BUSINESS GROWTH

**Software/Program Knowledge**

- Microsoft Suite
- Social Media platforms
- Wordpress

**Reporting Relationship**

Reports to:  
Navin Pasricha  
Chief Editor

**Remuneration**

Unpaid internship

**Hours**

Office hours are 9am – 3pm, Monday to Friday.

The intern will be required 1-2 days per week for 8 weeks.  
Day and time can be flexible to work around the student's studies.

**Additional Information**

- The internship is unpaid, but may lead to paid casual, part-time or full-time work.
- Australian's Over 50's Living and Lifestyle Guide is an equal opportunity employer, valuing diversity and committed to creating an inclusive environment for all employees.

---

**Students:** To express your interest in this position, please APPLY NOW at [www.studygoldcoast.org.au/work/open-opportunities/](http://www.studygoldcoast.org.au/work/open-opportunities/)

**Providers:** To support your student in obtaining this position, please email [partnerships@studygoldcoast.org.au](mailto:partnerships@studygoldcoast.org.au) or contact Megan on 07 5556 6106.

STUDY  
**GOLD COAST.**<sup>™</sup>  
TALENT FOR BUSINESS GROWTH

## INTERNSHIP OPPORTUNITY

Visit [www.studygoldcoast.org.au/work/open-opportunities/](http://www.studygoldcoast.org.au/work/open-opportunities/)  
and **APPLY NOW.**

If you have any questions on this internship opportunity, please  
contact Study Gold Coast at [partnerships@studygoldcoast.org.au](mailto:partnerships@studygoldcoast.org.au) or  
phone 07 5556 6106

