

A Professional internship is a Unit of Study relevant to academic studies. Internships are typically unpaid, may earn credit towards the degree, with students participating in regular online learning activities as part of the Unit. Students are supervised and assessed by academics with relevant disciplinary expertise. Internships are an ideal way to tackle short-term projects.

Host Organisations: Explore the different [ways of working with our students](#)

Students: Address the relevant details in your application. Check the Current Students [website](#) for information about Professional Internships.

HOST ORGANISATION DETAILS			
Name of Organisation	Rookie Me		
Website	www.rookieme.com www.rookiemeacademy.com		
Address (<i>street, suburb, postcode</i>)	3/309 Hampton Street, Hampton VIC 3188		
Contact Person and title ¹	Tammy Dimachki		
Contact Phone and email ²	0401037761		
PLACEMENT DETAILS			
Internship Project Title	Social Media Internship		
Role reports to (name and title)	Tammy Dimachki (Head of Marketing & Communications)		
Department / Unit	Marketing Department		
Have you offered internships to Swinburne students previously?	<input checked="" type="checkbox"/> no	Number of students required	1-2
Days per week (18-24) ³	Two	Comments	-
Start date ⁴	27/02/2017	End Date	15/05/2017
Discipline / Project related to the role			

Behavioural Science /Psychology

Business

Design

Engineering

Film & Television

Games & Interactivity

Health

Humanities

Information & Communication Technology

Information Systems

Law

Media & Communication

Science

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¹ **Contact details:** only included if required to be visible to students

² **Contact phone and email:** only included if required to be visible to students

³ **Days per week:** 2 days per week over a period of approximately 12 weeks. Internships operate during Semester as applicable: Mar-May & Aug-Oct; the Internship may also be taken in intensive mode (eg 4 days/week for 6 weeks) in summer or winter term

⁴ **Start date:** this is generally during the first week of semester; the Internship may also be taken in intensive mode (eg 4 days/week for 6 weeks) in summer or winter term

ROLE DETAILS	
Host Organisation Profile	<p>Rookie Me is an exciting organisation within the sports industry, which incorporates three main structural components. These are as follows: an online system, a football academy and athletic performance testing.</p> <p>Located in iconic Hampton Street (next to Hampton train station), our office is searching for a talented Social Media (guru) Intern to join our team.</p> <p>If you are enthusiastic about securing an opportunity to grow within an innovative and exciting organisation, then please keep reading....</p>
Internship/Project Scope	<p>Primary purpose of the position: The primary purpose of this position is to learn the marketing role of a social media intern, and acquire on-the-job training.</p> <p>Key responsibilities:</p> <ul style="list-style-type: none"> • Social media strategy • Content development and scheduling • Social media posts • Writing blog updates <p>Additional details</p> <ul style="list-style-type: none"> • Highly proficient in Facebook, Instagram, Twitter and Snapchat • Liaising with RM Ambassadors • Assisting with RM News (blog) • Assisting with EDMs, which reach thousands of users • Managing in-house templates for social media • Work with Marketing and IT team on social media schedule • Create scheduled releases, understand PR direction • Working with marketing Designing for social media
Key Learning Outcomes ⁵	<ul style="list-style-type: none"> • Learning industry-standard practices for social media, from design to execution of promotional material. • Learning key functions and operations of our social media channels and understanding our audience's needs. • Learning new technologies and industry-level skills. • Planning marketing promotional strategies.
Knowledge and Discipline Specific Skills required	<ul style="list-style-type: none"> • Highly proficient in social media channels, such as FB, IG, TW. • Strong communication skills (written and verbal) • Bonus: To have a strong understanding of sport and AFL, to understand social media software, for example: Hootsuite etc. • Attention to detail • Motivated to learn • Enthusiasm to make an impact • Understanding AFL and sports is a bonus • Strong problem solving skills • Confident using all forms of social media

⁵ Learning opportunities: Internships provide these identified valuable learning experiences.

	<ul style="list-style-type: none"> Ability to work independently, but also flourish as a team player
Additional information ⁶	Please find attached a role description
APPLICATION DETAILS⁷	
Required ⁸	<input checked="" type="checkbox"/> Cover Letter <input checked="" type="checkbox"/> Resume <input checked="" type="checkbox"/> Academic Results A cover letter addressing (1) why you would want to work with us, (2) what you think you could gain from this internship and (3) how you would uniquely contribute to our organisation. Please also send and a portfolio or examples of any of your work.
Application Closing Date	As defined by Swinburne
Email applications to (<i>email address</i>)	tammy@rookieme.com
Address application to (<i>name, title</i>)	Tammy Dimachki C/O: Rookie Me Po Box 388, Hampton VIC 3188

⁶ Additional Information: Eg. require driver's licence, Police check, Permanent Residency or Australian Citizenship etc.

⁷ Students forward applications direct to host organisations as indicated. Students must advise the Professional Placements office (profinternships@swin.edu.au) as soon as an Internship is confirmed by the host organisation.

⁸ Students: further assistance regarding the application process, see the Centre for Career Development