

3rd annual Advertising Industry/student forum

Student management panel search

Communications / Social Media / Content managers job specification (3-6 positions)

The role of Communications / Social Media / Content managers is threefold.

Communications. Working with the Committee of the Advertising Industry / student forum you will coordinate and facilitate internal (University) and external communications. This will include the drafting of communications for delivery using Mailchimp, liaising with University Communication Executives and coordinating regular press releases for both University, community and trade press.

Social Media. Working with the Committee of the Advertising Industry / student forum as Mentors you will drive Social Media engagement for the event in October. Using the Facebook page developed in 2016 you will review, and implement a strategy for the 2017 forum. New channels can be considered.

Content. Working with the Committee of the Advertising Industry / student forum you will develop a content strategy for implementation across all media – including the forum website, existing and new social media channels.

This will include the filming/editing of promotional materials, as well as the documentation of the event photographically.

Estimated workload: 30-90 hours (shared)

Email your EOI to David Reid and/or Nicole Hartley and/or David Fouvy **by 5pm Friday 4th August 2017.**

David Reid dreid@swin.edu.au; Dr Nicole Hartley n.hartley@business.uq.edu.au; Dr David Fouvy david.fouvy@rmit.edu.au

