

## POSITION DESCRIPTION

Position Information	
<b>Position Name</b>	Marketing and Events Intern
<b>Position Number</b>	MEI
<b>Program</b>	Administration
<b>Location</b>	40 Sturt Street, Adelaide SA 5000
<b>Reporting</b>	Reports to the Operations Manager
<b>Hours of Work</b>	Negotiable based on mutual agreement, considering academic commitments and organisational needs.
<b>Special Conditions</b>	Internship offer is subject to no adverse findings from screening check process
Organisation Objectives	
<b>Mission</b>	To support diverse young South Australians transform their lives by developing the confidence and skills to learn, earn and live.
<b>Vision</b>	Creating pathways to living a life of purpose.
<b>Values</b>	<ul style="list-style-type: none"> <li>• <b>Authenticity:</b> We live and breathe our culture of being genuine and real from our board and our leadership team right through to our service delivery team.</li> <li>• <b>Belonging:</b> We welcome people in and accept them as part of our community with kindness and empathy.</li> <li>• <b>Integrity:</b> We act consistently with the values we uphold.</li> <li>• <b>Learning:</b> We learn from our clients and each other to produce better outcomes and greater impact.</li> <li>• <b>Unconditional positive regard:</b> We demonstrate an ongoing belief in a young person's potential to achieve their goals.</li> </ul>

## BACKGROUND INFORMATION

Employment Options Trading As 'Youth Options' is a Public Benevolent Institution, with a mission to help vulnerable and disadvantaged people to access the employment, education or training they need to achieve their life goals.

For more than 30 years, Youth Options has empowered marginalised young people in South Australia to transform their lives and lead a life of purpose.

Being sustainably employed is more challenging for young people who lack adequate resources and support networks. Learning difficulties, disability, mental illness, poverty, substance abuse, absence of positive role models and the influence of generational unemployment or traumas at home can also make it disproportionately harder.

Youth Options helps people aged 14 to 30 to build their capacity to set and achieve their goals for a thriving future. We do this by nurturing trusted partnerships to help each person:

- Overcome their barriers.
- Realise their own potential.
- Safely shift self-limiting beliefs and behaviours.
- Access the tools and support they need to explore and shape the future they imagine.

Whether we are working with a student struggling to stay engaged with education, or a young person who hasn't found their place in the workforce for some years, our person-centred approach can help them craft their best life.

## **POSITION OBJECTIVE**

The Marketing and Events Intern will work closely with the Operations Manager to assist in driving growth, building relationships, and supporting marketing, community events, and fundraising efforts. Responsibilities include the planning and execution of special events, community engagement initiatives, social media management, graphic design, mailings, and donor relations.

This position is ideal for someone looking to deepen their understanding of small nonprofit organisations and gain valuable experience in marketing and event management.

## **Specific Duties and Accountabilities**

- Work under the supervision of the Operations Manager to support marketing and events' tasks and initiatives.
- Plan and manage content for social media platforms and the Youth Options website, ensuring consistent and effective communication.
- Contribute to the development of a dynamic and up-to-date content strategy for Youth Options social media channels, incorporating input from all program areas.
- Assist in maintaining and updating the organisation's website, ensuring it engages the community and facilitates donor interaction using the joyful website platform.
- Participate, where applicable, in expos, conferences, and events to raise the organisation's profile, engage the community, and foster partnerships.
- Provide general office support, including assisting with errands and administrative tasks as required by the Manager.
- Contribute to the planning and execution of major fundraising events and community activities, including the end-of-year donations campaign. This involves managing RSVPs, taking event photos, and ensuring smooth event operations.
- Support communication efforts to enhance donor engagement, including managing the donor acknowledgment process.

## **Selection Criteria**

### **Qualifications**

#### *Essential*

- Working with Children Check.
- Current or ongoing formal qualifications in a relevant field.

### **Experience:**

#### *Essential:*

- Proficient in Microsoft Office; experience with Canva is an advantage, but not required.

#### *Highly Desirable:*

- Previous experience in a business marketing position.
- Experience in planning events.

## **SKILLS, KNOWLEDGE AND ATTITUDE REQUIREMENTS**

### *Essential:*

- Enthusiastic and cheerful disposition.
- Strong written and verbal communication skills.
- Excellent interpersonal skills, with comfort in representing the organisation at marketing and event activities.
- Ability to work independently, manage time effectively, plan and organise workloads to achieve specific goals.
- Capacity to collaborate effectively as part of a team.
- Demonstrate willingness to learn and take initiative on projects.
- Consistently punctual, reliable in task completion, and flexible in adapting to changing responsibilities.
- Ability to maintain confidentiality.

### *Highly Desirable:*

- Confidence in working within a youth-oriented environment.