Internship Role Description

<table>
<thead>
<tr>
<th>Host Organisation</th>
<th>The Fathering Project</th>
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<tbody>
<tr>
<td>Location of internship</td>
<td>UWA Claremont Campus</td>
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<tr>
<td>Intern Role</td>
<td>Marketing and Communications Intern</td>
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Internship timeframe (please check one or more)

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<tr>
<th>Semester 1  (March - June)</th>
<th>Semester 2  (August - November)</th>
<th>Summer  ☐  (Mid-Nov to Mid-Dec)</th>
<th>Winter (June - July)</th>
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Other requirements (Please check)

| Police check?               | Yes ☒  No ☐ |
| Working with Children Check?| Yes ☒  No ☐ |
| Regional travel required?   | Yes ☐  No ☒ |

*if yes, an additional proforma may be required.

Organisation Mission/Vision

Established for children across Australia, The Fathering Project aims to improve child development outcomes among fathers and father figures. Because we know an effective father has a profound impact on his children.

Role Description

The Communications, Media and Marketing intern will assist our Communications and Admin Coordinator to manage day to day coms tasks. Tasks will include, social media reporting, content creation and management, assisting with event and program promotion, assisting with the betterment of internal communications systems and data collation.

Depending on the time of year, the intern may also have opportunity to create and edit content, or work with external consultants to brief and develop marketing and educational content for TFP.

Interns also assist with research across coms and sponsorship

Key Duties/ Accountabilities
Your primary role is to:

- Familiarise yourself with The Fathering Project, its purpose and vision, the communities it serves and the issues it seeks to address
- Gain a thorough understanding of your role and how your work with contribute to the work of the organisation and the community
- Work with the Communications and Administration Coordinator in the following:
  - Researching and curating appropriate social media content
  - Creating content for all media, marketing and communications channels
  - Coordinating and writing internal communications
  - Supporting and coordinating events logistics and promotion
  - Management of internal (volunteers) and external (sponsors) stakeholders
  - Review and audit of current marketing materials and make recommendations for improvement
  - Oversee TFP brand development and management
  - Other ad hoc communications support as required by the CEO and Dads Groups Managers as needed.

Responsibilities & Activities

Which best describes the responsibilities of the internship role (please check one)

☐ Research and policy development
☐ Community consultation and engagement
☒ Communications and Marketing
☐ Digital media
☐ Information technology and data management
☐ Business development and service improvements
☐ Evaluation

Which best describes the type of activities will the intern will undertake (please check one or more)

☐ Data or literature review and analysis
☐ Writing reports or other materials
☒ Developing social media tools or websites
☐ Consulting or working directly with community
☒ Providing administration/organisational support
☒ Presenting or promoting information
☒ Supporting technical or IT projects
☒ Data or data base management
☐ Other *(please specify)*:

**Checklist**

☒ Intern has an on-site supervisor for the duration of the internship

☒ Intern has a suitable work station at the organisation

☒ The intern role and responsibilities outlined in this document are meaningful to the organisation and will ensure 100 hours are completed *(as per the academic requirements)*

**Contact us**

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