



KEY ROLE DIMENSIONS

ROLE Festival of Dangerous Ideas Marketing Intern (Volunteer)

REPORTING TO Head of Marketing and Communications

LOCATION Sydney, New South Wales

TERM 6 weeks (20 May – 28 June 2024), 10-15 hours per week

OPEN TO Current undergraduate and postgraduate students attending UNSW as part of an enrolled course in 2024

ROLE CONTEXT

The Ethics Centre (TEC) is a unique, Australian-based not-for-profit that works to place ethics at the centre of everyday life. It supports individuals and organisations to address complex ethical issues and stimulates public engagement through flagship programs like the Festival of Dangerous Ideas (FODI). It remains the only organisation in the world providing practical guidance on complex ethical issues across the full spectrum of society.

This internship at FODI is designed to facilitate learning within a collaborative office environment, as well as to offer practical experience working on a large-scale festival event. It is offered in partnership with UNSW Sydney, available to undergraduate and postgraduate students attending UNSW as part of an enrolled course in 2024.

PRIMARY PURPOSE OF THE ROLE

We are seeking a proactive and organised Marketing Intern to experience and support the campaign launch of Festival of Dangerous Ideas (FODI to its fans).

Presented by The Ethics Centre, FODI is bold, audacious, and thought provoking. Never shocking just for the hell of it, it is a curated festival with a long history of bringing credentialed people from all over the world to gather and share. FODI is unique in how it blends talent from a range of disciplines, backgrounds and perspectives. The Festival holds uncomfortable ideas up to the light and challenges thinking on some of the most persevering and difficult issues of our time, questioning our deepest held beliefs and desires. FODI is for curious minds, who are hungry for more information and eager to connect with others that also want to better understand the world and their place in it. Alongside ticketed talks, FODI presents disruptive and experiential art and theatre experiences.

The next Festival of Dangerous Ideas will be held on 24-25 August 2024.



In this role, you will be assisting with the roll out of the FODI 2024 campaign, including website updates, research on speakers and topics, assisting with administrative tasks and identifying and implementing promotional opportunities.

This role is ideal for students studying Marketing, Media or Communication Arts.

KEY TASKS

Assist in the execution of digital marketing campaigns and promotional strategies for FODI 2024, such as:

- Preparing website content for launch (e.g., editing and uploading content)
- UX ticketing testing and feedback
- Identifying cross and niche promotion opportunities, such as researching relevant contacts based on the program and outreach
- Creating and distributing personalised social media packs for participating speakers
- Researching key words for each session/speaker and compiling into one doc for digital marketing use
- Assisting in compiling marketing statistics reporting to help inform campaign decisions
- Assist with media partnerships fulfilment and tracking
- Assist with creating and maintaining production and design needs/ deadlines in one central document for better workflow

AREAS OF INTEREST

The Marketing Intern would benefit from skills or interest in the following areas:

- An interest in ethics and dangerous ideas
- Self-motivated and eager to learn
- Digitally savvy and keen to learn systems (such as CMS, Microsoft Suite, email distribution system, social media monitoring)
- Attention to detail and the ability to multitask
- Strong interest in marketing and communications trends and best practices
- Strong communications skills
- An interest in being a team player



WHAT WE OFFER

- Work from CBD office (Castlereagh St)
- Opportunity to have broad impact
- Part of a small, highly engaged and collaborative team
- Work on an exciting campaign for an established brand
- Volunteer benefits on the FODI weekend

TO APPLY

To express interest in this role, please [apply online here](#), addressing these points:

- What you can bring to the role
- A project you are most proud of
- How you work in a team
- Anything else you think we should know

Applications close 5pm, 29 April 2024.