



[www.caloundramusicfestival.com](http://www.caloundramusicfestival.com)  
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T 07 5475 7272  
Locked Bag 72 Sunshine Coast Mail Centre Qld 4560

## Digital Media / Marketing Internship

Do you have a passion for music? Have mad social media skills? Are you committed and able to work with a loud, excitable, passionate, crazy and caffeine addicted crew?

The Caloundra Music Festival crew are seeking an up and coming marketing and PR student or graduate, with up to date social media knowledge, strong administration skills and an ability to communicate effectively to add their flair to our sun, surf and soul brand! As an intern you will be supported and given opportunity to further develop your skills while you gain valuable experience.

### About Caloundra Music Festival

Presented by Sunshine Coast Council, the twelfth annual Caloundra Music Festival will be held over the weekend of 4 – 7 October 2019.

The beautiful Kings Beach and surrounds will be treated to the sounds of a diverse line-up of entertainment featuring the best of the Australian music industry as well as famous international artists.

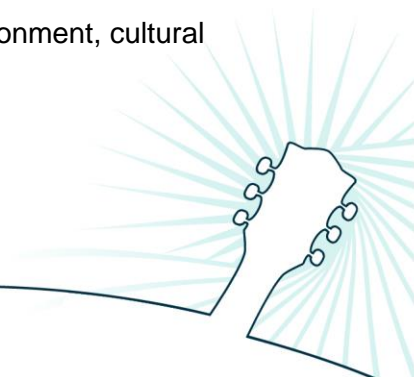
### Festival Mission

'The Caloundra Music Festival aims to bring a broad audience of locals and visitors together in celebration, to enjoy world-class music, food, arts and local culture, and to showcase the natural beauty, creative talents and unique character of the Sunshine Coast'

In achieving its vision CMF will seek to be a 'sustainable' event delivering the following triple bottom line outcomes:

- Stimulate the local economy
- Showcase Caloundra, and the Sunshine Coast, as a vibrant and diverse tourist destination
- Celebrate the region's unique heritage, character, culture and local creative talents
- Encourage community participation and build capacity
- Embrace our unique environment and promote Council's vision of sustainability

This not for profit family-friendly community event celebrates the environment, cultural achievements and community pride of the Caloundra area.





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## Marketing

Caloundra prides itself on being a family-friendly destination & the Caloundra Music Festival continues to build upon this reputation in 2019.

CMF has three outstanding features that create a point of difference with other festivals:

1. The beautiful beach location
2. The happy, family-friendly vibe
3. World class music with broad appeal

## About the Role

Caloundra Music Festival is offering a groovy opportunity for a Digital Marketing Intern to join the team in 2019. The successful applicant will have the chance to increase their knowledge, networks, professional skills, and gain valuable experience with Caloundra Music Festival.

Placements are comprised of approximately 30 - 35 days, from Monday 15 July to Friday 1 November 2019 with a more intensive period over the festival weekend.

Duties you will assist with include:

- Work with the Caloundra Music Festival crew to develop digital marketing
- Monitor and assist with content management on Caloundra Music Festival social channels
- Create engaging content for sharing on digital channels
- Assist with creating briefs for photographers and videographers at CMF
- Additional random festival related media and marketing administration
- BYO malteasers

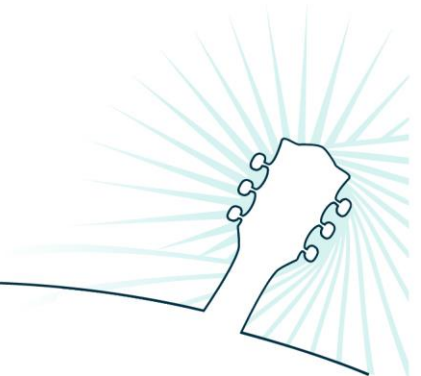
## Eligibility

- Must be available full-time during Caloundra Music Festival ( 3 - 7 Oct 2019)
- Be over 18 years of age by the application due date

## What to include in your application

Your written application should include:

- Cover letter responding to selection criteria below (1-2 page max.)
- Current resume (3 pages max.)





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## Recruitment Process

Closing Date	5pm, Friday 30 March
Contact Person	Sharna Taylor
Contact Details	info@caloundramusicfestival.com

## Selection criteria

- Demonstrated commitment to pursuing work in creative production and/or digital marketing
- Demonstrated readiness to learn, grow and contribute – preparedness for professional development opportunity
- Suitable part-time availability (approx. 10hrs/week) from July to November
- Full-time availability [6-days] from 3 to 8 October
- Experience and skills in video editing will be highly-regarded
- Experience in creating engaging Facebook and Instagram content (include links to your work)

## How to apply

Submit your application online using the link provided.

NOTE: A range of assessment methods may be used to assist selection.

Both PDF and Word documents are accepted file formats, with a preference for PDF.

Sunshine Coast Council is an equal opportunity employer that values cultural and physical diversity.

