



**WELLINGTON PHOENIX FOOTBALL CLUB
POSITION DESCRIPTION**

Business/Function:	Marketing	Location: Wellington, New Zealand
Role:	Academy intern	Incumbent: Nil

Purpose:	The academy intern will provide support to the wider marketing team and the academy as a whole. The role is wide-ranging and is focused on assisting the eight age-group Phoenix teams at Fraser Park.
Reports To:	Head of Brand & Marketing, Head of Media, Academy Operations Manager
Responsibilities:	<p>Marketing Support and Social Media</p> <ul style="list-style-type: none"> • Provide support to the marketing team to assist in creating and executing the annual marketing event calendar from an academy perspective. • Assist in the management of the academy’s social media channels including inbox management, scheduling posts, planning content and identifying and planning new ways to engage with fans in the digital space. <p>Content Creation</p> <ul style="list-style-type: none"> • Working with the wider marketing team, create engaging content for the academy as per the content plan and strategy. • Provide hands-on support to the academy operations team on match days.
Key Competencies:	<ul style="list-style-type: none"> • Understanding of existing and emerging marketing trends especially in social and digital media • Strong organisational skills and ability to work collaboratively in a team • Excellent presentation and communication skills • A self-starter with the willingness to learn and add value within the wider team • Graphic design skills are a bonus