



DIGITAL MARKETING INTERNSHIP SCHOLARSHIP

INTERNSHIP OVERVIEW

Students face a number of challenges in starting their career in Australia and find it difficult to break out of entry-level hospitality roles. Taking on an internship can be an effective way to gain valuable experience working in Australia, as well developing new skills and contacts for future jobs. Go Study Australia (part of the ASX listed RedHill Education) has developed a 1 year content marketing internship program to enable aspiring professionals to stand out from the crowd.

The Go Study Content Marketing Intern program has been designed to give hands-on practical experience to aspiring creatives and digital marketing professionals and allow them write for SEO needs, create engaging content, target particular audiences as well as learn about essential elements of online digital engagement and reader-experience.

There are two positions available, one in Sydney and one in Melbourne.

Working alongside our international marketing team, you will assist with digital content creation and distributions, re-write web pages to be more effective, write engaging articles, create vibrant videos, monitor conversions, etc.

RULES & HOW TO APPLY

- Upload a short video between 30 seconds and 2 minutes long explaining why people should study in Australia and why to do it with Go Study Australia.
- The video can be recorded in your native language or English.
- The participant must be a citizen in Europe, South America or North America.
- The participant must be over 18 years old.
- The video must be recorded in Australia.
- The participant must be in Australia to claim the prize.
- By entering the competition you agree to have your image used for promotional purpose by Go Study Australia.
- All information provided by entrants must be authentic. We reserve the right to disqualify entrants if we believe that a contestant is in breach of the terms.
- Do not proceed in this contest if do not agree to attend the photo and videos shoots or provide your image rights for Go Study Australia for promotional purposes.
- Further eligibility restrictions are contained in the official rules below.

CONTEST PERIOD

Entry Period: Entries will be accepted from the 17th of November 2017 at 8:00 am (GMT +10) to 17th December 2017 at 23:59.(GMT +10).

Winner Announcement: Winner will be announced on the 19st of January 2018 at 12:00pm (GMT+10) on the Go Study Australia Facebook Page.

Prize Claim: The prize must be claimed and the enrollment must be done before 31st May 2018 (GMT +10).

WINNER SELECTION

After the Entry, the winner will be chosen between all the videos by a jury established by Go Study Australia. The individual winner will win the unique prize.

The winner will be notified by e-mail. Return of any prize or prize notification as undeliverable, if Go Study Australia is unable to contact the potential winner after reasonable effort, or failure of potential winner to respond within seven (7) days of first attempted notification, or If the winner does not attend Eligibility requirement. it will result in forfeiture of prize.

Should there be any attempt to manipulate the voting or winner selection process, Go Study Australia reserves the right to select the finalists, disqualify any votes, disqualify any entry, and take any other action it deems appropriate in order to conduct this Contest fairly and equitably.

WINNER RESPONSIBILITIES

The winner in Melbourne must pass all subjects of the CERTIFICATE IV IN MARKETING AND COMMUNICATION (SOCIAL MEDIA) at Greenwich Management School to keep the scholarship. The scholarship is for course fees only, additional fees may apply. The winner must comply with all rules of the college at all times.

The winner in Sydney must pass all subjects of the DIPLOMA OF SOCIAL MEDIA MARKETING at ACBI Australian College of Business Intelligence School to keep the scholarship. The scholarship is for course fees only, additional fees may apply. The winner must comply with all rules of the college at all times.

GENERAL

The Winner remains solely responsible for paying all federal and other taxes in accordance with the laws that apply in the Winner's state of residence. Go Study Australia reserves the right, in its sole discretion, to modify, suspend or terminate the Contest should the administration or security of the Contest become compromised. Go Study Australia is not responsible for late, lost, incomplete, or misdirected Entries. By entering, entrant agrees to be bound by the Official Rules and the decisions of Go Study Australia (including but not limited to eligibility determinations) which are final and binding in all respects; (b) agrees to release Go study Australia and its employees and agents from any and all liability, loss, damage or injury resulting from participation in

this Contest or awarding, receipt, possession use and misuse of any prize awarded herein and acknowledge that Go Study Australia and its employees and agents have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, expressed or implied, in fact or in law, relative to any prize; and (c) consents to use of entrant's name, Contest Entry and/or likeness for advertising and promotional purposes in connection with this Contest without additional compensation.

DISPUTES

This Contest is governed by the laws of the New South Wales – Australia, without respect to conflict of law doctrines. As a condition of participating in this Contest, participants agree that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or in connection with this Contest, shall be resolved individually, without resort to any form of class action, exclusively before a court located in New South Wales having jurisdiction. Further, in any such dispute, under no circumstances will participants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental, or consequential damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (e.g., costs associated with entering), and participant further waives all rights to have damages multiplied or increased.

ABOUT THE PROGRAM

KEY RESPONSIBILITIES:

- Produce visual content such as videos, photos and infographics to share the stories and drive new leads
- Shoot and edit content to build a library of product videos, alumni videos, and/or event and case study videos.
- Create free resources each month to drive leads, subscribers, awareness, and/or other important metrics (examples include videos, blogs, ebooks, whitepapers, infographics, guides, etc.) based on persona group needs
- Write clear and persuasive copy for websites, brochures, ads, and other means of advertising.
- Determine what makes products appealing to consumers.
- Conceive, develop and produce effective advertising campaigns.
- Create and present storyboards of ideas.
- Create, promote and attend social events to engage with our community.
- Update digital media with timely content.
- Interact with communities of social media to drive new leads and increase engagement.
- Work with marketing team to improve search engine optimization techniques.
- Revise, edit, and proofread content produced by the international team
- Research competitors and keep abreast of market trends.
- Explore different ideas and concepts for both the visual and verbal elements in tandem with the creative team.
- Work with designers, illustrators, printers, photographers and production staff to complete the campaign.

- Write press releases advertising new products.

REMUNERATION:

- This internship is unpaid, but scholarship for related education will be offered.

REPORTING LINES:

- You will be report directly to the Melbourne Manager and work directly with the Digital Marketing team in Sydney.

PRIZES:

- **MERLBOURNE:** Scholarship to the CERTIFICATE IV IN MARKETING AND COMMUNICATION (SOCIAL MEDIA) at Greenwich Management School, with possibility of Extension to include DIPLOMA OF MARKETING AND COMMUNICATION (SOCIAL MEDIA) valued at \$5000 Each.
- **SYDNEY:** Scholarship to the DIPLOMA OF SOCIAL MEDIA MARKETING at ACBI Australian College of Business Intelligence School valued at AUD\$6,600
- Guidance and training from Go Study's experienced marketing and management team
- Letter of reference stating you were a short-term special projects contractor for one of Australia's largest education companies
- Endorsement on LinkedIn
- Consideration for future jobs/projects

KEY SKILLS AND EXPERIENCE

- Advanced English speaker
- Strong grammar and literacy skills
- Desire to learn by contributing and receiving feedback
- Can create engaging and interesting visual media

