

Work Based Learning (WBL) Placement Description

Host Details

Host Organisation	Hockey Australia
Placement Title	Digital & Communications Intern
Placement Location	Onsite
Address (if onsite)	10 Brens Drive, Parkville, VIC
Primary Supervisor Name	Brad McDonald
Position Title	Content Manager
Host Organisation Website	https://www.hockey.org.au

Host Organisation Background:

Hockey Australia is the National Sporting Organisation (NSO) for field hockey in Australia. We exist to provide Australians with the opportunity to participate in hockey from recreational junior levels through to elite senior competition, including the Olympic & Commonwealth Games. We have 6 departments through which we achieve our goals: Business Operations (finance, integrity, HR, diversity & inclusion, etc.); Growth (junior participation); Events (managing and organising hockey competitions); Digital & Communications (marketing, content, photography, graphic design, etc.); Revenue (sourcing partnerships and sponsors); and High Performance (athlete training, coaching, and related administration)

Placement Details

Placement Semester/Term	Term 6 2024
Start Date	4th November 2024
End Date	15th December 2024
Days/hours per week	2 days a week, 7.5 hrs per day
Hours (total)	100 hours
Placement Type	Unpaid

The host and successful student will have an opportunity to negotiate placement start and end dates, as well as days of the week that align to the Term or Semester dates that the student is enrolled in prior to commencing the placement.

Desired Course Discipline/Background

Preferred degree/areas of study:

Studying an Undergraduate Degree in Communications, Journalism, English, Marketing, or other relevant field.

Key Duties and Responsibilities

- Craft engaging and informative articles about hockey in Australia, that adhere to Hockey Australia's brand and values.
- Independently research topics of articles, ensuring information is accurate, relevant, and from reliable sources.
- Ensure articles are composed with accuracy, clarity, and grammatical errors are eliminated prior to publication.
- Conduct interviews where necessary with stakeholders relevant to the article at hand.
- Collaborate with the Digital Communications team to ensure all editorials and stories are written, where required, and fit within the overarching strategic and team objectives.
- Assist the team with sourcing of imagery for stories and other ad hoc tasks, as required.
- Collaborate with the Content Manager to keep the Hockey Australia website up to date, including but not limited to the following areas – Player Profiles, Fixtures & Results, History, Hall of Fame, & Awards.
- Collaborate with the Content Manager & Social Media Coordinator to upload Social Media content to HA Channels on an as needed basis.

Selection Criteria

Essential:

- Proficiency in Microsoft Office suite (Word, Excel, PowerPoint).
- Very strong writing, grammar and editing skills.
- Go-getter who has a basic understanding of sports and is able to support the team with engaging and well written feature stories that highlight the key values and USPs of hockey and its talent in Australia.
- Excellent written, verbal and interpersonal communication skills gained from previous work experience or community involvement.
- Very strong attention to detail.
- Team focused with an ability to work independently.

Desired:

- Highly self-motivated with an intrinsic desire to strive for excellence; shows initiative and wants to keep raising the bar and exceed expectations in a dynamic environment.
- Committed to continuous improvement, learning and development.
Able to build and maintain collaborative relationships with staff members across all departments.

Pre-Placement Compliance Checks & Requirements

- Police Check
- Working With Children Check (WWCC)
- Other (Please Specify)
- None

Work Based Learning (WBL) – Subject Information and Requirements

Subject Code	LTU3IND
Subject Information	
Subject Prerequisites	<ul style="list-style-type: none">• Completed 120 credit points of your degree• Have 1 elective space in your course plan

How to Apply

Application Deadline: 25 September 2024

Application Instructions:

Please provide:

- CV/Resume
- Cover letter. Please address why you are interested in this placement opportunity.
- Apply through the following link: [Industry Placement Application Form, Careers and Opportunities, La Trobe University](#)

For help with your cover letter and resume - [Resumes and job applications, Careers and Opportunities, LTU](#)

Thank you for considering a Work Based Learning Placement!