



Charles Sturt  
University

## Work Placement Position

# Charles Sturt University Sport Sport Social Media and Communications Officer

The Charles Sturt University Sport and Elite Athlete Programs

To find out more, visit: <https://athletes.csu.edu.au/elite-athlete-program>; <https://www.csu.edu.au/current-students/student-life/get-involved/clubs-societies-sport/uni-moves>; <https://www.csu.edu.au/current-students/student-life/get-involved/clubs-societies-sport/sport/unisport-nationals>

**Subject:** **Session 2 (60):** BUS223 (35hrs), BUS370 (120 hours)

**Specialisation:**

- Social Media
- Content writing
- Sports knowledge

**Location:** Any location

**Special Requirement:** The successful applicant will be required to travel to Perth 25-30 September 2022. Travel and accommodation expenses will be covered by the University.

### Further information:

The Charles Sturt Sport Social Media and Communications Officer intern will work in conjunction with the Sports and Clubs Officer, Student Liaison Officer (Elite Athletes and Sport) and Social Media Coordinator to bring the Charles Sturt University sport brand to life.

This position will have the responsibility for establishing and maintaining social media accounts for Charles Sturt University sport. In this position you will create high quality multimedia and social media content, as well as repurposing existing content to specifically suit digital channels. You will also work on the implementation of the communication plan of the Charles Sturt Uni Moves app. The aim of this app is to increase the physical activity levels and engagement of staff and students on campus and online.

The primary purpose of this role will be to provide timely, accurate and engaging content for our Charles Sturt University audience, leading to growth across social media channels. A key component of the role will be to promote Charles Sturt Uni Sport's existing and new audiences with regular news and information that entertains, engages, informs and educates them on all things Charles Sturt Uni Sport ranging from social sport, intervarsity, Commonwealth Games, Elite Athlete Program and Uni Nationals.

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This position will play a key role in building interest, excitement and engagement with 'Team Charles Sturt' in the build up to and during the 2022

Uni Nationals events and hands-on coverage of the main Division 1 and 2 event in Perth 25 Sept – 30 September 2022.

Specifically:

- Create engaging content for all Charles Sturt sports 'audiences
- Promote and create challenges for the Charles Sturt UniMoves app
- Implementation and organisation of key communications to internal and external stakeholders, such as e-newsletters
- Produce content for Charles Sturt publications
- Team announcements of Uni Nationals teams when selected
- Announcements / interviews / profiles of our Uni Nationals Team Managers and Coaches
- Weekend sports club 'wrap up' each Sunday/Monday covering results of Charles Sturt sports clubs
- Social Sport coverage / results / promotion from each Campus
- Assistance with roll out of social media content for the Commonwealth Games and promotion of our Student athletes and alumni competing
- Assistance with promotion of our Elite Athlete and Performer Program and good news stories from our athletes
- Full coverage of the Division 1 and 2 Uni Nationals events, including interviews with student athletes etc

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**How to apply:**

Email cover letter, résumé and academic transcript to Kate Staniforth ([sport@csu.edu.au](mailto:sport@csu.edu.au)) or call 02 6365 7838 for further information.

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**Closing date:**

[Closing Date](#)

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