

# POSITION PROFILE



<b>Role Title</b>	UP&GO Internship
<b>Business Unit</b>	Consumer Connections, Marketing
<b>Reports to</b>	Social Media Manager NZ
<b>Timing</b>	8 hours per week for 12 weeks, with potential to extend at the end of this period

## Main Purpose of the Role

As a passionate advocate of UP&GO this role is responsible for sharing the UP&GO love on social media, reaching new people and inspiring consumption.

The intern will live the brand with the right type of energy - producing content weekly that can be shared with all UP&GO fans on social media.

To ensure content production skills, applicants apply by submitting a video or content cover letter and submitting any other information as required such as social handles. We have rights to share the best videos.

## Key Responsibilities

*(The primary tasks, functions and deliverables of the role)*

- Develop social content for use on UP&GO social channels including one significant piece each week
- Grow UP&GO as a brand on TikTok and increase the brand love on Instagram
- Spot trends and identify new opportunities
- Assist with social media management
- Assist with researching new brand creative

## Skills and Competencies

*(The abilities that the individual needs in order to perform this role effectively)*

The kind of person we'll be looking for will already be passionate about digital. Ideally they'll be a content creator in their own right.

## Remuneration

- \$24/hr
- A whole bunch of UP&GO + Merch
- Tools of the trade during internship

## Qualification/Education

Ideally currently undertaking tertiary education.

## Skills/Knowledge/Experience

- Experienced using and creating content on Social platforms such as Instagram, YouTube, TikTok and Facebook
- Outgoing personality (Not camera shy!) with the ability to work with different groups and organisations
- Encompass a creative mindset with an entrepreneurial spirit
- Immersed in student life with a thorough understanding of the young adult mindset, lingo and memes
- Responsible and self-motivated
- Demonstrated experience with content production
- Strong written and verbal communication
- Exceptional time management skills
- Passionate and knowledgeable about the UP&GO brand

## Health and Safety

As an employee of Sanitarium you are required to:

- Co-operate with management in anything that they do or require in order to ensure a safe workplace ensure that your actions do not put yourself or others at risk
- Work safely
- Use and maintain machinery and equipment properly Obey all site safety rules and safe work procedures Wear or use prescribed safety equipment
- Participate in training programs as required
- Fix unsafe conditions/hazards if you are able to and it is safe for you to do so, otherwise report them immediately to your supervisor
- Report accidents/near misses by filling out Incident/Hazard Reports.