



# University Student Business Internship

(from your own residence)

**The Australasian Institute of Business and Enterprise Facilitators Inc (AIBEF)** is currently seeking a highly motivated and skilled university student or recent graduate who desires to learn and up-skill their marketing skills with our organisation.

**Company Overview:** Incorporated Association Registered in Canberra A.C.T. Registration Number: A02912. The AIBEF is the peak body for Business and Enterprise Facilitation and Facilitators and has members throughout Australia, Asia, the USA and New Zealand and members are from many diverse industries. The AIBEF was founded in 1997 as a result of the recommendations of the Industry Task Force on Leadership and Management Skills.

In order to meet the high standard of skill required for enterprise facilitation, members of AIBEF must hold or complete a course in small business counselling, along with completing over two hundred structured hours of counselling. A comprehensive accreditation process has been established to provide business owners and managers with a consistent and easy way to identify qualified trainers, educators, counsellors, mentors, advisers, and facilitators.

All of our members are involved (in some manner) with assisting individuals, groups and/or communities to establish and/or grow their business or enterprise initiatives.

**Proposed Project/Role:** About the role:

Help us plan, create and deliver high quality content and events, by assisting with;

- Create content for our new website and manage the transfer of content from the old platform to the new one.
- Blog content strategy and editing. Our writers are the ones who write blogs, but the posts need to be managed.
- Assist in Building and managing a rich content/editorial calendar that attracts a qualified audience to our owned properties (including blog posts, reports, webinars, infographics, etc.).
- Grow our subscriber base by providing them regular, helpful content that's in-tune with their needs.
- Conducting analytical projects to improve blog strategies/tactics
- Scheduling social media posts
- Creating promotional images and videos

**Skill set and special requirements:** What we are looking for

- An organised, go-getter who loves digital marketing
- A creative and multidimensional human that loves telling stories through photos, videos, and words
- Proficient in or open to learning relevant social channels, including, linkedin, Facebook, Twitter, and other emerging channels
- A quick thinker and problem solver
- A curiosity and passion for business, and facilitation

**Duration:** The BUS331 Business Internship has a specified duration of 96 hours (typically worked as 1 day per week over 12 weeks).



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In this course students undertake an internship placement with a business for a period of 96 hours in the workplace or from the **student's residence** (if appropriate.) The time-frame of 96 hours is equivalent to twelve (12) days of eight (8) hour's duration, which are worked one day per week during the university semester.

There is reasonable flexibility regarding how this time is allotted (e.g. two half-days may better suit the requirements of the business and/or intern), but the overall intention is that the 96 hours will be spread over a time frame sufficient to allow the intern to experience a range of duties in the role and an opportunity to develop new skills as they put the theories learned in their university studies into practice.

- No remuneration or payment is made by the businesses to the students or to the University for hosting an intern.
- Students undertaking an internship are covered by the University's insurance policies for worker's compensation and third party insurance.
- AIBEF will nominate a Project Supervisor who is a current Board Member of the AIBEF, and this person will be responsible for guiding the intern's duties and progress in the role. At the conclusion of the project, the Project Supervisor will complete an evaluation of the internship and submit it to the university.

For Further information please contact:

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