



UNSW TOURISM & HOSPITALITY STUDENTS AVIAREPS OCEANIA Marketing Internships

AVIAREPS OCEANIA OVERVIEW

AVIAREPS Oceania is Australia's leading tourism marketing company specialising in destination marketing based at Milsons Point. Our client list is impressive and currently consists of:

- Alaska Travel Industry Association
- Anaheim/Orange County VCB
- LA Inc. The Los Angeles Convention & Visitors Bureau
- The Ministry of Culture and Tourism, The Republic of Indonesia
- NYC & Company
- Tourism British Columbia
- Travel Alberta

Each client has their own marketing and PR objectives for the market that ultimately results in generating more visitation and/or longer stays to the destination. This is achieved through creating and actioning activities with the trade and media throughout Australia and New Zealand.

AVIAREPS Oceania is offering four five months internships, each for one day a week for a six month duration. The first two to commence in March and end in July, with the second two commencing in July and ending in November. One Communications and one Marketing role is available for each five month period.

Selection of intern will be based on submission of an application and selection interview.

How to Apply:

Email your application consisting of:

- A 1 page cover letter highlighting your strengths, your travel experience, likely contributions to the organization and the benefit to your career development of the internship, and
- A 2 page CV

To: Leanne Dyer, General Manager
AVIAREPS Oceania
Email: ldyer@aviareps.com

Closing Dates: 1st Semester Opportunities- Friday, 6 March 2009
2nd Semester Opportunities – Friday, 15 June 2009

Selection Process:

A short-list of candidates will be created and these applicants will be invited to an interview at our offices at Milsons Point.



**COMMUNICATIONS ASSISTANT
INTERN POSITION DESCRIPTION**
3rd & 4th Years

The small but effective Communications Team consists of a Manager and Director. The team not only reports internally, but also externally to the client and is responsible for generating positive and unique impressions for the destinations through print, radio and TV opportunities that will encourage consumers to book a trip to the destination.

The intern who will work with the Communications team will support the team in the positive promotion of all destinations, producing monthly press releases, monthly or quarterly industry newsletters, maintain media database, track return on investment and media coverage, co-ordinate media travel requests, respond to media enquires, participate in brainstorming sessions and generally provide administration support to the Communications Department.

Key Responsibilities:

- Monitor coverage of client destinations from numerous mediums including press, broadcast media, magazine and internet.
- Maintain and update report on commercial value of publicity achieved for each destination
- Source relevant material to produce and distribute monthly newsletters.
- Maintain and update media database
- Assist with administration tasks such as filing, data input, answering telephones, sourcing venues for functions

Selection Criteria

- A passion for travel, the media and current affairs
- Ideally, have personal travel experience of one or more of the client destinations
- Ideally, experience liaising with media and understanding of protocols
- Ability to multi-task
- Strong people and communications skills
- Excellent attention-to-detail and excellent writing ability are essential
- A proactive fast learner with a high level of motivation
- Energy and drive to achieve.



TOURISM MARKETING ADMINISTRATION ASSISTANT INTERN POSITION DESCRIPTION

3rd & 4th Years

The Tourism team consists of three Account Directors and Account Coordinator. They are responsible for generating visitation and awareness of their respective client with the consumer.

The intern who works with the Tourism team will work with both the Directors and the Coordinator to meet the objectives of growing visitation and length of stay with the respective client destinations.

During your internship you will have the opportunity to assist with client events, client visits, niche marketing campaigns and promote online training programs.

Key Responsibilities:

- Assist with writing project briefs and marketing plans for promotional and brand campaigns
- Update client website
- Implementation of competitions
- Maintain and update tourism database
- Coordinate tourism expos and client visits
- Assist Directors with adhoc projects
- Assist with administration tasks such as filing, data input, answering telephone etc.

Selection Criteria:

- A passion for international travel
- Ideally, have personal travel experience of one or more of the client destinations
- Strong organizational skills
- Strong computers skills (MS Office package)
- Understanding of the travel distribution system
- Ability to multi-task
- Strong people and communications skills
- Excellent attention-to-detail and excellent writing ability are essential
- A proactive fast learner with a high level of motivation
- Energy and drive to achieve.