



giveitawhirl.co

Content and Digital Media Internship

Are you a creative person? Are you ready to apply your social media content and marketing skills to a growing female-founding cleantech company? Are you wanting to empower people to transition their lifestyles to create a clean energy future?

Then this internship position is for you.

Whirl is a purpose-driven digital platform that empowers its customers to build confidence in new technologies (starting with electric cars and their chargers) by building a peer network to help customers navigate a complex purchasing process without sales pressure. We provide learning materials, chat sessions with real-world EV owners, and EV test-drives in your local community.

Accelerating the transition to a clean economy is our mission and electric cars are an important step in making that societal shift. But, we also know there is A LOT to learn before you are ready to make the lifestyle change to EV.

The real-world experience with an electric car is known to be the deciding factor for most people thinking of buying one. But, finding an EV to test out on your terms, without any sales pressure, can be a challenge. Inspired by the concept of “giving (something new) a whirl”, like a little kid sharing a scooter with a friend, Whirl has created a marketplace that unlocks a new option for a real-world EV-experience.

Whirl's growth as a platform was recently acknowledged as being announced as one of Australia's top 3 cleantech startups in Australia ([read here](#)).

We are currently expanding our social media presence by focusing on educational content and are seeking an enthusiastic intern to co-develop this content and social media strategy.

You will work both closely with the CEO and founding team as well as independently, to develop your key responsibilities which include translating research and reports into engaging content for blog posts, email marketing, and social media content. What we offer is a nurturing environment for you to apply your skills and learn about the clean energy industry through a fast-growing startup. You'll get the opportunity to be part of a fun and passionate female-founding team and participate in meetings and networking events to grow your career. We want to help you reach your full potential.

Key Responsibilities

- Build Whirl online presence by creating content for blog posts, email marketing, and social media - including proofreading to ensure spelling, grammar and brand consistency are correct.
- Monitor and post on blogs, forums, and social networks
- Assist with online outreach and promotion using Facebook, Instagram, LinkedIn, Twitter, Email Newsletter and more
- Help build and execute social media and marketing campaign activities including, but not limited to, direct marketing, SEO, blogging and copywriting, advertising and digital asset management .

Requirements

- Digital Media/Communications/Marketing/or Business major
- 1 year of experience of creating content for social media platforms
- Experience using Canva, Later, Facebook Business Suite for social media content creation
- Experience creating content for Facebook, Instagram, Twitter, LinkedIn and tracking analytics
- Experience with Wix, CMR processes,
- Enthusiastic, independent but team-oriented worker.

Benefits

- Practical experience with social media campaigns
- Shadowing, mentoring, and training opportunities with experienced, knowledgeable professionals
- Opportunity to participate in company meetings
- We are flexible with your university course commitments and timetable.

Please note this is an unpaid position. The position is for an immediate start and will be for 3 months with the possibility to extend. You will be working from home (remotely), unless you are located in South-East Queensland and then you also can also join our in-person meetings hosted in inner-Brisbane.

If you are ready to help 'flip the fleet' to electric cars and feel this role speaks to you, please get in touch with us today!

