**INTERNSHIP WITH UNDERSTAND DOWN UNDER**

G’Day Students!

Understand down under is an exciting eco-tour company, operating unique group tours from Sydney. It is a highly innovative business and has been operating since 2007, its dynamic nature means there a lots of great developments that you could be involved in.

For more information about the business, check out [www.udu.com.au](http://www.udu.com.au). You will be able to get a really hands on experience, interact with all fields of the business’s management, as well as one of Sydney’s largest industries; tourism. We won’t only reward your work with a fun working environment and close knit team, but you’ll get the chance to come on our tours as well.

**Tasks**

Tasks would be flexible, but would probably include some of the following (negotiable):

- **Marketing - Chartered tours** - expanding into new markets (you can see the various experience types under “Group Tours” on the UDU website)
  - This role includes creating marketing material, aiding product development and learning how to create and keep business relationships with big clients, and gaining experience in the multiple tasks included in these activities.
  - Specific projects and interns interests will be discussed prior to the interns commencement. For 2014 onwards, UDU’s focus will be on:
    - Teamwork/Corporate Events
    - Sydney Running Tours
    - Photography
    - Private Charters

- **Marketing - Promotion**
  - Marketing has a language of its own, and learning how to attract customers through promotional materials is an important professional skill to have. UDU undertakes a range of promotional activities and will give interns real responsibilities and real experiences allowing them to formulate promotional materials like brochures, posters, tour listings and many materials to support the sales of UDU’s experiences. Marketing materials will also be distributed via print, email and online channels, and UDU’s marketing intern will gain experience on all channels.

- **e-Marketing**
  - Website plus web 2.0, increasing word of mouth, reviewing listings on distributor websites, familiarising with google key words and SEO management and other web based tasks.
- **IT**
  - Website creation and maintenance, maintaining back end program to their max efficiency.

- **Sales management, Sales and Sales Repping**
  - This involves hands on experience with keeping up existing relationships with accommodation sectors, distributors, and many other levels of the tourism industry. You’ll get the chance to develop your skills and get feedback to further your professional career and sales skills.
  - A commission arrangement can be set up, so you will actually be paid a nominal amount based on the sales you help generate.

- **Administration and operations (reservations)**
  - As a tour operator we have an active email account and reservations system. Administrative and reservations role with UDU will include tending to customer and industry inquiries, interacting with the booking system to keep all information up to date, creating various documents to support sales staff and keeping on top of information coming into the email account to ensure it gets to the right people.

- Other topics can be discussed if students have any particular interests. Flexibility and the opportunity to work in other sectors of UDU is always a possibility, just let us know.

### Availability/duration

Approximately 2-3 places are available. Each internship will be allocated a market/experience type to focus on, i.e. running tours, team building or international students.

Duration would be the required hours of the subject, ideally 2-3 days a week.

### Details

UDU is based 10 minutes from Bondi Junction station. However, sometimes the tasks can be completed either throughout the city of Sydney, or at your own location (home or UTS Haymarket etc).

If you need any other information or would like to propose an internship under a different position, please don’t hesitate to call (0448 388 687) or email info@udu.com.au.

Please email your covering letter and CV to:

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**Understand down under**
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