



AUSTRALIAN YOUTH AEROSPACE ASSOCIATION

MEDIA & MARKETING COMMITTEE

INFORMATION PACKAGE

2021

THE AUSTRALIAN
YOUTH AEROSPACE
ASSOCIATION



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ABOUT THE AYAA

The Australian Youth Aerospace Association (AYAA) is a not-for-profit organisation run by and for students and young professionals. Together we strive to promote education, awareness and involvement in the Australian aerospace industry and greater STEM community. The AYAA engages with people across Australia, launching connections between industry and the growing youth STEM community. Igniting the passion of the Australian youth STEM community is done through National scale events including the Aerospace Futures conference, the Australian Youth Aerospace Forum, the Australian Universities Rocket Competition, and the Astra Program. These events are complemented through the frequent running of local state events.

Mission Statement

The Australian Youth Aerospace Association helps shape the future of the aerospace industry by bringing together passionate individuals that inspire and engage through a mutual sense of community and comradery, united in our goals and interests. Together we strive for growth and create opportunities, uphold our values, and work towards shared success.

The AYAA Values

- | | |
|--------------------|--|
| Diversity | We promote diversity in the Aerospace community – through our people, ideas, events, and cultures. |
| Community | We uphold a strong sense of professional and personal community in everything we do. |
| Opportunity | We are committed to providing diverse opportunities for growth – whether it be personal, social, or professional – for anyone at any stage of their life and career. |
| Integrity | We act with integrity, professionalism, and with commitment to our values. |

Igniting passion. Launching connections. Mission accomplished.



NATIONAL EVENTS

Aerospace Futures (AF)

The Aerospace Futures conference covers a wide range of topics from civil aviation, engineering and astronomy to geospatial intelligence, space science and law. 2021 will mark the 12th year the AF conference has run, with a total of over 1500 Student Delegates and 80 organisations involved. To date, the event has been hosted in five Australian states and territories, proudly sponsored by the respective state governments, as well as national and international players.

In 2021, Aerospace Futures returns to Adelaide where it has previously been highly successful in engaging both the current and future generations of aerospace forerunners. Targeting a substantial 400 delegates, the event is focused towards undergraduate and postgraduate students, and young professionals from across Australia and New Zealand and it is for this reason that event is held during the university winter break.

Australian Youth Aerospace Forum (AYAF)

The Australian Youth Aerospace Forum is a five-day forum hosted in Brisbane, Queensland that grants senior secondary students the opportunity to investigate further studies and careers in the aerospace industry. During the forum, students hear from a range of aerospace leaders and technical experts and tour aerospace facilities around Brisbane. Students will also gain exposure to various aviation and aerospace related courses and career opportunities that will be available to them upon completing secondary school.

Students are encouraged to actively develop their aerospace industry skills through several practical activities such as the design and operation of a model rocket. AYAF is open to 60 students Australia wide, who are interested in a potential career in aerospace.



NATIONAL COMPETITIONS & PROGRAMS

Australian Universities Rocket Competition (AURC)

The Australian Universities Rocket Competition is Australia's first competition for tertiary student rocketry teams, with its inaugural launch event in April of 2019. Competing teams are required to design, build, and launch a solid-propellant sounding rocket to either 10,000 ft or 30,000 ft while carrying a cube-sat payload.

The event engages Australia's best and brightest university students and challenges them to show industry partners and government alike exactly what the next generation has in store. Projects are assessed throughout their design cycle, which include project management and safety approaches, simulations and modelling, manufacturing and testing procedures, launch and recovery success.

Astra Program

The Astra Program is an initiative developed by university students and young professionals to promote transdisciplinary collaboration and meet real, aerospace industry-based scenarios. The program is a unique take on the traditional concept of working groups. Participants are placed into teams, and will be presented with multi-faceted scenarios in the aerospace domain. They engage with one another as well as with government, industry and academic partners in discussions to address industry-based issues while portraying a character, or profile, within the aerospace domain.

The teams will consist of undergraduate, postgraduate, and young professionals from a diverse range of disciplines. The Astra Program aims to attract a diverse range of participants, from backgrounds including STEM, Law, Geopolitics, and the Humanities. The Astra Program aims to prepare students by exposing them to the issues that professionals within the aerospace industry are confronted with throughout their careers.



STATE EVENTS

The AYAA has chapters in NSW, QLD, VIC, WA, ACT, SA and TAS. Each chapter has a subcommittee which is run by a State Representative. State committees are comprised of primarily university students who volunteer their time to organise and host events. Chapters are not university-specific and there are no entry requirements – the AYAA welcomes a diverse range of members.

State-hosted events are focussed on connecting tertiary education students with industry, highlighting exciting aerospace and aviation career pathways, and promoting STEM to the younger generation. Across each chapter, an average of two events occurs each semester. Such events are typically tailored to the current climate within the aerospace industry, to ensure the AYAA Community is engaged with the latest developments in the country. This offers the event participants the opportunity to engage with industry representatives, and discover the latest developments to become equipped with the skills and awareness required to be successful in the industry.

Events vary annually and depend on the state chapter. Events which have been run include:

- Networking Nights
- Mock Interviews
- Social Nights
- Presentations / Panel Discussions
- Site Tours
- AYAA Online Video Content



COMMITTEE OVERVIEW

In order to build our reputation and grow the organisation, there is a need for a strong media presence to demonstrate who we are as an organisation, what we do and why it matters. The Media & Marketing Committee will drive this by investigating new ways of resonating with our audience to encourage interaction on our social media pages, as well as supporting the various subcommittees in their media exploits. Media and marketing plays a crucial role in the promotion of events, recruitment and attraction of sponsors.

We are looking for a diverse range of skill sets to fill the positions within this committee. Those who have a keen interest in content creation, management, as well a passion for marketing strategy are encouraged to apply. All roles are excellent opportunities to gain practical experience within a leading nationwide organisation, allowing students and young professionals with an interest in media and marketing to practice and apply skills. The committee reports directly to the Media & Marketing Coordinator and is positioned within the communications portfolio (depicted on next page).



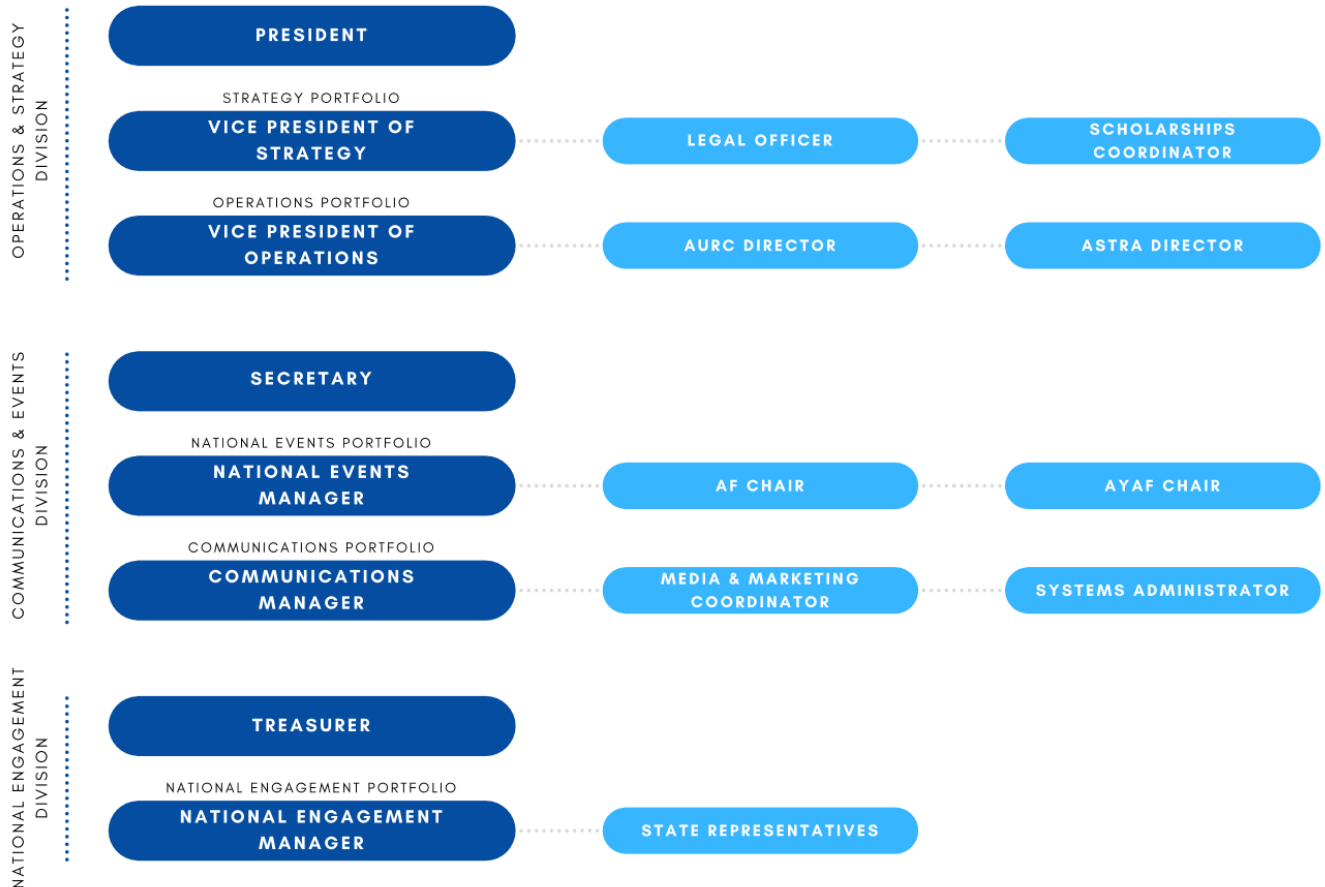
Please note: All roles within the AYAA are volunteer positions!



COMMITTEE OVERVIEW

National Executive Organisational Chart

SENIOR LEADERSHIP TEAM



POSITION DESCRIPTIONS

1.0 Committee Positions

- 1.1 Marketing Strategist
- 1.2 Social Media Manager
- 1.3 Graphics Coordinator
- 1.4 Video Editor

1.1

Marketing Strategist

Overview

The Marketing Strategist will research and apply marketing strategies towards AYAA's use of social media, and pay attention to trends in analytics of previous posts to shape the organisation's overall approach to online marketing.

Position Details

Resourcing

- 2-5 hours per week

Applicants should understand that this position has varying time requirements, dependant on committee taskings and operations.

Requirements

- Knowledge of marketing/branding concepts and strategies.
- Ability to implement strategies into marketing campaigns
- Ability to analyse and draw conclusions from diagnostics.
- Problem solving: the ability to look at a request and determine the best solution based on available resources.
- A background or exposure to producing work for a customer (particularly for advertising/promotional purposes) will be highly regarded.

Responsibilities

- Plan the organisation's marketing strategy.
- Introduce new ideas and concepts to diversify content and advertising to better connect with our target demographic.
- Analyse diagnostics from posts and draw conclusions to adapt and improve the strategy.
- Compile summaries on diagnostics of posts to provide data to implement in the future.



1.2

Social Media Manager

Overview

The Social Media Manager assists in the running of AYAA national social media pages. Responsibilities include scheduling, proofreading and creating posts that reflect the tone and image we wish to present to the audience. They will also assist the Media and Marketing Coordinator in monitoring the individual event pages and websites.

Position Details

Resourcing	<ul style="list-style-type: none">• 2-5 hours per week <p>Applicants should understand that this position has varying time requirements, and will fluctuate with organisational operations.</p>
Requirements	<ul style="list-style-type: none">• The ability to convey written information in a succinct manner, whilst appealing to a young demographic.• Can pick up on minor deviations from organisational standards on websites and social pages.• Ability to plan and schedule posts.
Responsibilities	<ul style="list-style-type: none">• Design posts that are inline with Marketing Strategist's recommendations and findings.• Monitor posts and websites for event and program committees. Provides feedback to these committees on quality and aesthetic to ensure high standards are maintained.• Plan posting schedules for the organisation and monitoring the marketing calendar to ensure posts are being released with the appropriate frequency (not too little, not too much).



1.3

Graphics Coordinator

Overview

The Graphics Coordinator is responsible for monitoring and developing imagery and graphics for the organisation. The role will centre around ensuring any graphic designs adhere to the branding guidelines, as well as developing templates for the organisation to use. Where required, they will also create their own designs for recruitment and national level announcements, as well as event promotion if additional support is required.

Position Details

Resourcing	<ul style="list-style-type: none">• 2-5 hours per week <p>Applicants should understand that this position has varying time requirements due to various task scheduling.</p>
Requirements	<ul style="list-style-type: none">• Passionate about being creative and innovative in designs.• A strong understanding of graphic design: knowing how it can be changed and adjusted to convey certain messages to the audience.• The ability to apply their skill set.• Strong attention to detail in reviewing designs from other AYAA committees.• A background or exposure to producing work for a customer (particularly for advertising/promotional purposes) is highly desirable.
Responsibilities	<ul style="list-style-type: none">• Design graphics and prepare still imagery for posts.• Monitor graphics being produced by other AYAA subcommittees to ensure they adhere to marketing guidelines.• Generate templates to assist with future marketing campaigns.



1.4

Video Editor

Overview

The video editor is responsible for collating pre-existing footage from in-person and online events to provide bite-sized content for our audience to enjoy throughout the year.

Position Details

Resourcing	<ul style="list-style-type: none">• 2-5 hours per week <p>Applicants should understand that this position has varying time requirements due to various task scheduling.</p>
Requirements	<ul style="list-style-type: none">• Passionate about being creative and innovative in their edits.• Ability to use editing software.• Not only compile footage together, but generate interesting content that anyone can easily enjoy using pre-existing footage.• A background or exposure to producing work for a customer (particularly for advertising/promotional purposes) is highly desirable but not required.• Ability to film quality footage is highly desirable but not required.
Responsibilities	<ul style="list-style-type: none">• Edit pre-existing online content into smaller highlights or into new content.



THANK YOU

The AYAA would like to thank you for reading this information package and hope that you are as excited as we are to be a key part in building the future of Australia's aerospace industry and in improving the skills of tomorrow's aerospace professionals. We hope that, together, we will be able to raise the interest in the industry to allow for its further growth.

If you have any further questions or enquiries, please contact the Media & Marketing Coordinator at: james.chester@ayaa.com.au.