

Work Based Learning (WBL) Placement Description

Host Details

Host Organisation	La Trobe University - Social Media Team
Placement Title	Social Media Coordinator
Placement Location	Onsite
Address (if onsite)	La Trobe University (Martin Building, level 3)
Primary Supervisor Name	Ryan O'Connell
Position Title	Social Media Manager
Host Organisation Website	www.latrobe.edu.au

Host Organisation Background:

The Social Media team develops and implements strategies and tailored content to support recruitment and reputation activities, manages social media channels and content quality.

We can assist you with: Social media training, Approval of new social media profiles, Posting content on our social channels.

Placement Details

Placement Semester/Term	Term 6 2024
Start Date	November 2024
End Date	December 2024
Days/hours per week	N/A
Hours (total)	100 hours
Placement Type	Unpaid

The host and successful student will have an opportunity to negotiate placement start and end dates, as well as days of the week that align to the Term or Semester dates that the student is enrolled in prior to commencing the placement.

Desired Course Discipline/Background

Preferred degree/areas of study:

Media and Communications

Key Duties and Responsibilities

The purpose of this internship is to support and work with La Trobe's Social Media team. This team is responsible for creating content for internal and external publication that is relevant and engaging to the audience.

Student will be assisting the social media team with various elements of our work including (but not limited to): content ideation ad creation (copywriting, photography, videography), collecting and analysing social media statistics, performing market research, conducting social media community moderation & customer service, direct student engagement, producing reports and contributing to other general administration tasks. The student will also be responsible for a deliverable project of analysing competitor Social Media performance and presenting a report to internal stakeholders.

Selection Criteria

Essential:

- Solid writing skills Basic data management (excel)
- Familiar with social media platforms (instagram, tiktok, facebook, twitter)

Desired:

- Adobe Photoshop
- Premiere

Pre-Placement Compliance Checks & Requirements

- Police Check
- Working With Children Check (WWCC)
- Other (Please Specify)
- None

Work Based Learning (WBL) – Subject Information and Requirements

Subject Code	LTU3IND
Subject Information	
Subject Prerequisites	<ul style="list-style-type: none">• Completed 120 credit points of your degree• Have 1 elective space in your course plan

How to Apply

Application Deadline: 25 September 2024

Application Instructions:

Please provide:

- CV/Resume
- Cover letter. Please address why you are interested in this placement opportunity.
- Apply through the following link: [Industry Placement Application Form, Careers and Opportunities, La Trobe University](#)

For help with your cover letter and resume - [Resumes and job applications, Careers and Opportunities, LTU](#)

Thank you for considering a Work Based Learning Placement!