

Work Based Learning (WBL) Placement Description

Host Details

Host Organisation	Islamic Museum of Australia
Placement Title	Marketing Assistant
Placement Location	Onsite
Address (if onsite)	15 Anderson Road, Thornbury VIC 3071
Primary Supervisor Name	Mei Nee Cheong
Position Title	General Manager
Host Organisation Website	https://islamicmuseum.org.au/

Host Organisation Background:

The Islamic Museum of Australia provides educational and cross-cultural experiences and showcase the artistic and cultural heritage of Muslims in Australia and in Islamic societies abroad. It aims to foster community harmony and facilitate an understanding of the values and contributions of Muslims to Australian society. La Trobe University has partnered with the Islamic Museum of Australia since 2019, the partnership supports the Annual Australian Muslim Artist Awards as well as student placement opportunities with the Museum and community engagement activities.

Placement Details

Placement Semester/Term	Summer 2024-2025
Start Date	18/11/2024
End Date	14/02/2025
Days/hours per week	N/A
Hours (total)	200 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 Communication or Marketing

Key Duties and Responsibilities

Through this placement, the student will gain experience across a broad range of marketing activities. The student will have the opportunity to contribute to the planning of marketing activities for either a school holiday program or exhibition opening. These activities may include tasks such as developing and drafting social media posts, writing media releases, developing a media kit and video content creation.

The IMA is currently seeking a marketing/comms student who can assist with various marketing and PR duties across the organisation. The activity may include:

- Assisting with the coordination of IMA special events such as exhibition launches and or launch of the announcement of the Australian Muslim Artist Awards,
- Review and development of content for IMA social media channels and website

- Development of media resources for exhibitions, events and the for the IMA website.
- Developing and distributing marketing material for public programs such as school holiday programs and educational visits.
- Islamic Museum Channels:
- Website - <https://www.islamicmuseum.org.au/>
- Facebook - <https://www.facebook.com/ISLAMICMUSEUM>
- Exhibitions - <https://www.islamicmuseum.org.au/exhibitions/>
- Australian Muslim Artist Awards - <https://www.islamicmuseum.org.au/ama-2023/>
- Events - <https://www.islamicmuseum.org.au/events/>
- Education program portal - <http://education.islamicmuseum.org.au/>

Selection Criteria

Essential:

- Undertaking Bachelor of Media and Communication or Marketing

Desired:

- Hands on experience in communications and marketing (Social media, content creation, events, digital comms) in a small organisation, not for profit sector or a cultural organisation/museum sector.

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	Professional Placements Subjects
Subject Information	
Subject Prerequisites	<ul style="list-style-type: none"> • Completed 120 credit points of your degree • Have 2 elective spaces 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!