

## Work Based Learning (WBL) Placement Description

### Host Details

<b>Host Organisation</b>	Big Group Hug
<b>Placement Title</b>	Digital/Social Media Assistant
<b>Placement Location</b>	Hybrid
<b>Address (if onsite)</b>	12/337 Settlement Rd, Thomastown, VIC
<b>Primary Supervisor Name</b>	Rachael Alden
<b>Position Title</b>	Digital Marketing Coordinator
<b>Host Organisation Website</b>	biggrouphug.org

### Host Organisation Background:

Big Group Hug provides critical material aid for children, from newborns to 16 years of age, in Victoria who are experiencing the effects of poverty and disadvantage, alleviating financial burden for families and freeing limited funds for their food, bills and safe housing.

Our assistance comes in the form of age-appropriate Hug Packs, inclusive of new and pre-loved clothing, books and toys, toiletry packages, and cleaned and safety checked equipment for newborns such as car seats, cots, highchairs and prams, as well as formula, nappies and baby wipes.

In FY23, BGH supported over 6000 Melbourne children (+41% versus FY22), delivering 120,000+ material aid items, while diverting 103 tons of usable textiles and children's items from landfill.

We assist families in a variety of situations including those on low incomes, seeking asylum or refuge, family conflict, high-needs children, foster children, kinship care and homelessness.

Over nine years, our service has grown to become a significant and vital part of the community response to these social issues and is heavily relied upon by 1,200 caseworkers across 142 agencies large and small, including charities such as Anglicare, Berry Street, Metropolitan Melbourne hospitals, women shelters and Maternal Child Health Networks. The service is completely free of charge.

### Placement Details

<b>Placement Semester/Term</b>	Term 6 2024 and Term 1 2025
<b>Start Date</b>	November 2024
<b>End Date</b>	February 2025
<b>Days/hours per week</b>	
<b>Hours (total)</b>	200 hours
<b>Placement Type</b>	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:

Business Marketing students or Bachelor of Media and Communications

## Key Duties and Responsibilities

### Digital/Social Media

- Create social media content at BGH locations
- Capture photos and videos at BGH locations (predominantly Thomastown, but also Airport West and Tarneit as needed)
- Monitor and moderate BGH social media
- Assist with creation of social and other digital assets using Canva
- Assist with analysis and reporting

### PR/Marketing/Comms

- Assist with creation of campaign messaging.
- Draft email communications to BGH supporters incl. newsletters and fundraising communications
- Write media releases, seek and support media opportunities including radio CSAs
- Write blogs and articles to support content marketing
- Review and update BGH content on external websites
- Write testimonials and case studies for social media, annual and impact reports
- Assist with event planning
- Assist with analysis and reporting

## Selection Criteria

Essential:

- Demonstrated ability to work as a team and independently
- Good verbal and written communication skills
- Expertise in computer software programs including Word, Excel, PowerPoint
- Good understanding of current trends and social media landscape
- Ability to commit to some hours at Thomastown warehouse
- Competent graphic design, photography and video skills

Desired:

- Experience with design software. i.e. Canva
- Own device i.e laptop

## Pre-Placement Compliance Checks & Requirements

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

## Work Based Learning (WBL) – Subject Information and Requirements

<b>Subject Code</b>	Two of the Professional Placement subjects (e.g., LTU2PP1, LTU2PP2)
<b>Subject Information</b>	
<b>Subject Prerequisites</b>	<ul style="list-style-type: none"><li>• Completed 120 credit points of your degree</li><li>• Have 2 elective spaces in your course plan</li></ul>

## 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!*