

Work Based Learning (WBL) Placement Description

Host Details

Host Organisation	OzHarvest
Placement Title	Marketing/Comms assistant
Placement Location	Unit 3, 49 Bertie St, Port Melbourne, Vic, 3207
Address (if onsite)	Unit 3, 49 Bertie St, Port Melbourne, Vic, 3207
Primary Supervisor Name	Alana Roberts
Position Title	Vic Engagement manager
Host Organisation Website	Ozharvest.org

Host Organisation Background:

OzHarvest is Australia’s leading food rescue organisation, launched in 2004 by our CEO and founder, Ronni Kahn. Our mission is to ‘Nourish our Country’ by stopping good food from going to waste and delivering it to charities that help feed people in need.

Through our education programs and advocacy work, OzHarvest hopes to create positive change and inspire others to help reach the national target of halving food waste by 2030.

OzHarvest’s yellow vans collect good quality surplus food from a network of donors, including supermarkets, cafes, delis, restaurants, corporate kitchens, airlines, hotels, and other food businesses. We deliver this food directly to charities that help feed people in need across the nation, free of charge.

In Melbourne (based in Port Melbourne), we have 9 vehicles on the road, rescuing good quality surplus food each week. This nourishing food is delivered to 114 charity agencies from Werribee to Epping to Rosebud.

Every meal delivered means that good food is diverted from landfill. Food going into landfill is a huge contributor to dangerous greenhouse gas emissions, contributing to 10% of all emissions globally.

Placement Details

Placement Semester/Term	Term 6 2024 and Term 1 2025
Start Date	Nov 2024
End Date	Feb 2025
Days/hours per week	N/A
Hours (total)	200
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:

Enrolled in a relevant bachelor’s degree specialising in marketing or communication

Key Duties and Responsibilities

Participating in various OzHarvest Melbourne programs (including OzHarvest Food Rescue, FEAST, NEST, Cooking For a Cause, Partnership Engagement and Fundraising Events) and collecting, curating and communicating the impact we make.

Are you a vibrant and dynamic digital storyteller looking to make meaningful impact through content? You will work with the Vic Engagement Manager to create and manage content for OzHarvest Melbourne across Instagram and Facebook.

Key tasks include:

- Monitoring OzHarvest Melbourne Instagram and Facebook accounts
- Creating social media photo and video content at OzHarvest programs
- Scheduling at least 3 social media posts a week
- Collecting stories and testimonials from OzHarvest clients to share the impact we make
- Create social media assets on Canva
- Support the Engagement Manager with annual Woolworths Christmas fundraising appeal
- Working with National marketing and communication team to share OzHarvest key messages
- Monitor reach of content and report on reach of posts mentioning key supporters

Selection Criteria

Essential:

- *Demonstrated ability to work as a team and independently*
- *Good verbal communication skills*

Desired:

- *Expertise in social media platforms including Meta Business, Facebook, Instagram*
- *Experience using Canva*

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 Placement Subjects
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!