

Social Media Badass

Job Title	Social Media Badass
Reports to	Senior Project Manager
Employment Type:	Volunteer / International Student Experience Support Person
Employment duration:	4 - 6 hours per week (flexible)/ minimum 3 months commitment
Location:	Melbourne City Office (Flinders Street) / Attending some of the epic trips!
Remote Work	Yes

INTRODUCTION

We are an exciting student-centred sustainable travel company specialising in delivering student-led and organised fun travel and outdoor programs for International University-aged student groups in Melbourne. The intention is to explore iconic regional locations, build and form cross-campus friendships and develop connections and build networks with locals, all whilst supporting student wellbeing, providing meaningful and lasting experiences and improving skills for employability.

We aim to be the leading Melbourne based experiential travel provider that Universities value and International students remember for a lifetime through creating incredible travel and experiential education opportunities.

We deliver authentic and meaningful tours, leadership programs, and excursions to students, educational institutions and diverse community groups.

We provide safe, student-led travel experiences in nature-based, educational and adventurous outdoor environments across the most magnificent locations in Victoria.

OUR VALUES

- Student directed learning
- Environmental Responsibility
- Respect ourselves and for others
- Excellence in what we do, always
- Safety

POSITION SUMMARY

This exciting role is responsible for promoting the amazing excursions and trips that we run through social media posts on our main platforms, facebook, instagram, linkedin and website news feeds. You will be given access to the professionally captured content, staff phone captured content as well as student generated content to create consistent and regular content including copywriting, short videos and other media to use to promote these incredible trips. You will also utilise student testimonials and student interviews to tell the great story of what amazing opportunities exist for International students living in Melbourne, and encourage them to sign up to attend trips. You will also be encouraging student participants to post content during their trips and also share content after their trips as a recap on the amazing experience that they have had so that you can enable them to tell their own story through their own experiences.

This role is designed for:

- Students who have an interest and passion in Social Media, Marketing and communications
- Current and former international students who have studied in Melbourne
- Student participants who have attended a Beyond Melbourne tour
- Those wanting to be changemakers for other students experience whilst studying here in Melbourne

MAIN ACTIVITIES OF THIS POSITION

Activities	Description of activities and responsibilities
Social Media	<ul style="list-style-type: none"> • Receive edited photos and videos and schedule and publish posts on facebook, instagram and linkedin • Have access to RAW photos and footage to create short, high paced, engaging video snippets such as Instagram Reels or 10-15 second videos • Assist with supplier communications
News Articles	<ul style="list-style-type: none"> • Use content from excursions to create articles • Decipher student testimonials to create compelling articles
E-newsletters	<ul style="list-style-type: none"> • Create and Publish E-newsletters to targeted audiences • Manage campaigns that have meaningful and engaging content
Other	<ul style="list-style-type: none"> • Come up with new ideas to capture content and tell the story through the eyes of International students • Attend events and capture compelling content that you can use on our marketing channels • Interview former student participants and use their story to communicate to our audiences through digital marketing

EXPERIENCE

- Social Media experience in Instagram, Facebook and LinkedIn for businesses
- Experience in copywriting and creating written content
- Experience in using RAW photos and Video footage to create final edits to use as promotional materials
- Beyond Melbourne former student participant or Ambassador (preferred but not essential)
- Experience in running strategic communication and marketing campaigns that are goal oriented

COMPETENCIES (KNOWLEDGE, SKILLS AND BEHAVIOURS)

- Social Media management
- Copywriting
- E-newsletter marketing
- High quality design skills (such as Adobe creative suite)

QUALIFICATIONS, EXPERIENCE & COMPETENCIES

Preferred but not Essential Qualifications:

- Adobe Creative Suite experience
- E-newsletter campaign management experience

SUPERVISION, REPORTING AND ACCOUNTABILITY

The **Social Media Badass** reports to the **Senior Project Manager**

APPLICATION:

Please apply online via the link or send your CV and cover letter to experience@beyondmelbourne.com.au or call 1300 737 182 for more information.

DEADLINE:

Applications will close on **7th June 2022**

INTERVIEWS

Interviews will be conducted between **10th - 17th June 2022**

START DATE

Available for Immediate start, preferably no later than **27th June 2022**