

Digital Marketer Intern or Volunteer role

Description

The Digital Marketer assists the Project Director in conducting market research, developing marketing campaigns for digital products and creating promotional materials for events and campaigns. The role also includes assisting in website maintenance and updates and managing social media platforms.

Job type

This is an Intern (recent graduate) or Volunteer (some experience) role with a commitment of 3 days per week for a six-month duration.

Location

Located at Cultural Infusion Centre, 49 Vere Street, Collingwood, VIC 3066. Australia.

Background

Cultural Infusion builds global harmony through intercultural action. We comprise a suite of digital education apps, consulting services and education programs including school incursions, all-day programs, and artist-in residencies which reach an annual audience of more than 350,000 students.

Cultural Infusion achieves its goals through the delivery of a range of sustainable arts and engagements programs, including a range of innovative digital interactive media targeted to schools, youth and communities. Cultural Infusion has delivered a range of creative services, products and ongoing programs to Azerbaijan, Brazil, Cambodia, China, Egypt, India, Pakistan, Philippines, Portugal, South Africa, Tanzania, Pakistan, United Kingdom and the USA.

For more information: <http://culturalinfusion.org.au>

Role responsibilities

- Providing weekly sales reports and analysis of apps
- Promoting apps on social media pages
- Helping drive online traffic with web-related campaigns
- Managing sales campaigns on social media platforms such as Facebook , Instagram and Twitter, and daily updates
- Creating and delivering email campaigns
- Researching about different cultures and devising and presenting ideas and strategies for new digital products
- Arranging promotional activities and events for Joko's World
- Monitoring performance
- Creating and developing new innovative ways to communicate Cultural Infusion's message to customers.

Key selection criteria

- Previous experience in a similar marketing role
- Interest in Intercultural understanding
- Degree in music, art or intercultural studies highly desirable
- Strong and confident communicator
- Excellent written and verbal communication skills
- Good knowledge of social media and web
- Ability to work independently and as a part of the team
- Must have excellent organisational skills, attention to detail, and the ability to prioritise in a changing environment
- Must have excellent interpersonal skills
- Preference for candidates with personal blog/blogging experienc