



DIGITAL MARKETING INTERN

Position Description

Employment conditions	2 days per week, minimum six month committment
Location	21A Sun Crescent, Sunshine VIC 3020
Reports to	Marketing Manager
Works with	Content Creator, Marketing Intern
Salary	This is a volunteer role



ABOUT RMCC

RMCC helps kids from refugee and migrant backgrounds thrive in school and life.

We provide specialist support to address the unique needs of school-aged kids from refugee and migrant backgrounds by bringing together the key figures in each child's life – their school, teachers, family, community – and providing tailored mentoring programs that support RMCC kids through their post settlement journey to achieve positive educational and social outcomes.

Alice and Bobby co-founded RMCC in response to Alice's lived experience of the challenges she faced growing up in Australia with a refugee background. From humble beginnings RMCC has now assisted over 1,700 kids across multiple programs.

PURPOSE OF THE ROLE

This role will support RMCC's Marketing team who is responsible for:

- building RMCC's brand identity;
- engaging RMCC supporters and potential supporters;
- researching and unpacking barriers and experiences that kids from refugee and migrant backgrounds navigate as part of their post-settlement journey;
- creating, executing, measuring and optimising fundraising campaigns that extend RMCC's reach.

Specifically, this role will focus on the measurement, reporting and optimisation of RMCC's marketing activity across website, social media and email.

ROLES AND RESPONSIBILITIES

The Digital Marketing Intern will:

- Apply analytics from RMCC's websites, social media and CRM channels to create reports that analyse the performance of RMCC marketing activity (paid and organic), and provide recommendations to boost performance and shape future marketing decisions.
- Be capable of jumping into the back-end of RMCC's marketing and operational platforms to do tasks such as running A/B testing in Facebook, adding tracking tags to our website, synching forms to mailing lists in Campaign Monitor, or hooking up payment gateways.
- Have experience in using social media measurement tools such as Dash This, Hootsuite or Sprout Social to build reports and interpret results.
- Have an understanding of implementing and measuring SEM campaigns, and an understanding of Google Ad Grant parameters.
- Other tasks to support the Marketing team when they arise.

WHO YOU ARE

- Passionate about and connected to RMCC's mission;
- A digital native who loves digging into data to analyse performance and suggest strategies to improve marketing activity;
- A professional and motivated self-starter with a can-do attitude;
- Proud of your extraordinary organisational skills and strong attention to detail;
- Positive and inclusive;
- Able to have fun while getting the job done.



YOUR SKILLS AND EXPERIENCE

- This role will suit a digital marketing graduate who loves analysing data and running tests to work out how to do things better.
- A confident communicator with strategic thinking skills and excellent attention to detail.
- Knowledge and understanding around the refugee space.
- Ability to work as part of a team, under time constraints and deadlines, as well as independently with minimum supervision.

ADDITIONAL REQUIREMENTS FOR THIS ROLE

- Current Working With Children Check
- Current National Police Check

APPLICATIONS

Please email your resume and cover letter for this role to volunteer@rmccaustralia.org.au. We conduct interviews on a rolling basis, so early application is encouraged.

