



# MARKETING INTERN

## Position Description

<b>Employment conditions</b>	2 days per week, minimum six month committment
<b>Location</b>	21A Sun Crescent, Sunshine VIC 3020
<b>Reports to</b>	Marketing Manager
<b>Works with</b>	Content Creator, Digital Marketing Intern, Programs Coordinator, Videographer
<b>Salary</b>	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.

## ROLES AND RESPONSIBILITIES

- Engage with individuals, schools, businesses and organisations to inform them of RMCC's work and inviting them to participate in specific activities (attend an RMCC-run social event, receive a workshop, participate in a fundraising campaign). This will involve phone calls, emails and potentially face-to-face visits with an RMCC Marketing team member.
- Support the Content Creator in researching engaging social media content across Facebook, Instagram and LinkedIn that aligns with RMCC's brand, voice and messaging.
- Carry out research to identify key experiences and barriers faced by RMCC kids, to support content creation.
- Work with the Digital Marketing Intern to review the performance and success of social content, applying analytics to inform future content decisions.
- Other tasks when they arise.

## WHO YOU ARE

- Passionate about and connected to RMCC's mission;
- A confident 'people person' with a warm, engaging phone manner and excellent written communication;
- 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 recent graduate or final year student in marketing/communications/advertising/PR.
- A confident communicator who's warm and engaging in written, oral and interpersonal communication.
- Knowledge and understanding around the refugee space.
- A user of strength-based language.
- An appreciation of the latest online engagement techniques and other rapidly developing media.
- Ability to work as part of a team, under time constraints and deadlines, as well as independently with minimum supervision.

## BONUS SKILLS

- Lived experience as a child from a refugee or migrant background will be highly regarded.

## 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](mailto:volunteer@rmccaustralia.org.au).

We conduct interviews on a rolling basis, so early application is encouraged.

