



Special Digital Projects - Marketing Assistant Internship

Short Description:

The role comprises of assisting the project director in conducting market research, developing marketing campaigns for the products and creating materials for events and promotions. You will also assist in website maintenance and updates whilst also managing the social media platforms.

Detailed Description:

Cultural Infusion is a social enterprise that works with schools, youth, and the arts to promote cultural harmony for a more cohesive and richer society. Cultural Infusion believes that as people who live in a diverse society, in a globalized world, the ability to move between and respect cultures is an invaluable asset.

For more information: <http://culturalinfusion.org.au>, <http://paninternational.com.au> and <http://jokosworld.com/>

Position Summary

Job Responsibilities:

- Providing weekly reports and analysis for selling and downloading of apps
- Promoting apps on social media pages
- Helping drive online traffic with web-related campaigns
- Managing campaigns on social media platforms like Facebook , Instagram and Twitter and daily updates
- Creating and delivering email campaigns
- Researching about different cultures and devising & presenting ideas and strategies for new products for Joko's World
- Arranging promotional activities and events for Joko's World
- Monitoring performance
- Creating and developing new innovative ways to communicate company'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 preferred.
- Must have one's own blog
- 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 organizational skills, attention to detail, and the ability to prioritize in a changing environment
- Must have excellent interpersonal skills and follow-up skills

Intern Work Hours:

9am to 5.45pm Monday to Friday, located at 49 Vere Street, Collingwood, VIC 3066. Australia.

Can you please send your CVs to recruitment@culturalinfusion.org.au