

Work Based Learning (WBL) Placement Description

Host Details

Host Organisation	Kangan Institute
Placement Title	Internal Communications Coordinator
Placement Location	Hybrid
Address (if onsite)	85 Cremorne Street, Richmond Vic 3121
Primary Supervisor Name	Louise Avery
Position Title	Internal Communications and Change Lead
Host Organisation Website	www.kangan.edu.au

Host Organisation Background:

Bendigo Kangan Institute is recognized as the Australian Training Provider of 2022 and is a leading educational institute in the VET sector. We are a diverse organization located with significant footprints in regional and metropolitan areas. As part of its TAFE activity, it operates 10 campuses, within which are three Centres of Excellence, providing leading-edge training in state-of-the-art facilities.

See article [here](#) about Summer 2023/24 La Trobe students' experience on placement.

Placement Details

Placement Semester/Term	Terms 4 and 5, 2024
Start Date	29 July 2024
End Date	25 October 2024
Days/hours per week	2 days per week – flexible
Hours (total)	200 hours
Placement Type	Unpaid

The host and successful student will have an opportunity to negotiate placement start and end dates, as well as days of the week that align to the Term or Semester dates that the student is enrolled in prior to commencing the placement.

Desired Course Discipline/Background

Preferred degree/areas of study:

- Communications/Marketing
- Media and Communications
- Business/Marketing

Key Duties and Responsibilities

- Content development for internal and external news/ social media and event reporting and presentations and other key strategic communications activities.
- Content development and support to develop our internal website (including developing basic digital skills in Sharepoint)
- Support for marketing and events activities. There will be events throughout the year students will have the opportunity to support these activities.
- Video production and editing to support key communications such as reporting on events and other activities, for those students with an interest in video production.

Selection Criteria

Essential:

- Writing and editing content/story telling skills
- Digital literacy for building website content
- Videography/social media content development skills

Desired:

- Experience sending EDM's and using EDM platforms (or willingness to learn these platforms)
- Sharepoint or Content Management System skills
- Google Analytics skills
- Events experience
- Creativity

Pre-Placement Compliance Checks & Requirements

- Police Check
- Working With Children Check (WWCC)
- Proof of COVID vaccination or a valid medical exemption
- None

Work Based Learning (WBL) – Subject Information and Requirements

Subject Code	Two of the Professional Placements subjects, likely LTU2PP1 and LTU2PP2
Subject Information	
Subject Prerequisites	<ul style="list-style-type: none">• Completed 120 credit points of your degree• Have 2 elective spaces in your course plan

How to Apply

Application Deadline: 22nd May 2024

Application Instructions:

Please provide:

- CV/Resume
- Cover letter. Please address why you are interested in this placement opportunity.
- Apply through the following link: [Industry Placement Application Form, Careers and Opportunities, La Trobe University](#)

For help with your cover letter and resume - [Resumes and job applications, Careers and Opportunities, LTU](#)

Thank you for considering a Work Based Learning Placement!