

## Work Based Learning (WBL) Placement Description

### Host Details

<b>Host Organisation</b>	Football Victoria
<b>Placement Title</b>	Creative Assistant
<b>Placement Location</b>	On-site
<b>Address (if onsite)</b>	La Trobe University, Sports Drive, Bundoora VIC 3083
<b>Primary Supervisor Name</b>	Sue Collins
<b>Position Title</b>	sue.collins@footballvictoria.com.au
<b>Host Organisation Website</b>	<a href="#">Home   Football Victoria</a>

### Host Organisation Background:

Football Victoria (FV) is the governing body for football (soccer) in Victoria with a clear purpose to inspire and enable Victorians from all walks of life to live and love football, for life. As a member federation of Football Federation Australia and through the national body's affiliation with FIFA (Federation of International Football Associations), we look after the administration, promotion and delivery of football and futsal (indoor football) across the state including, semi-professional ranks, amateurs, women and girls, youth, referees, coaches, officials and volunteers.

Our team of more than 70 people helps to deliver over 40,000 football matches every football season, through the scheduling of annual fixtures and by setting appropriate rules of competition. And, our appointed match officials, alongside the many thousands of club volunteers, play a vital role in making the game happen week in, week out.

### Placement Details

<b>Placement Semester/Term</b>	Terms 4 and 5, 2024
<b>Start Date</b>	29 July
<b>End Date</b>	25 October
<b>Days/hours per week</b>	2 days a week
<b>Hours (total)</b>	200
<b>Placement Type</b>	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:

Areas such as Sports marketing, creative design, Digital media, media and communication, marketing or digital business or other relevant majors.

### Key Duties and Responsibilities

The student will be assisting the Football Victoria Diversity, Equity & Inclusion team to develop and execute a program engagement project, working across programs to increase participation across gender, age, ability and culture. The project will require the student to undertake the below duties:

- **Assist in Developing FV community Program Engagement Strategies:** Collaborate with the DEI Team to brainstorm and develop marketing strategies aimed at promoting football programs and initiatives.
- **Content Creation:** Plan and create engaging content for social media platforms, newsletters, websites, and other marketing channels to increase awareness and participation across the FV DEI Programs.

- **Participant Engagement Initiatives:** Devise and implement initiatives aimed at engaging community members and potential participants in FV programs, including outreach campaigns to existing clubs, organizations and stakeholders, identify and engage with community events, and create promotional offers for FV associated clubs.
- **Administrative Support:** Provide administrative support as needed, including maintaining marketing material, scheduling meetings, preparing reports, organizing documents and managing relationships.

## Selection Criteria

### Essential:

- Previous experience or involvement in community sport and or landscape.
- Experience in administrative tasks.
- Experience with Canva and or experience developing sports marketing material.

### Desired:

- Ability to work in a fast-paced team environment.
- Ability to adapt and be flexible in times of need.

*Research shows that while men apply to jobs when they meet an average of 60% of the criteria, women and other marginalized folks tend to only apply when they check every box. So if you think you have what it takes, but don't necessarily meet every single point above, please still get in touch. We'd love to have a chat and see if you could be a great fit.*

*Football Victoria is an equal opportunity employer and encourages applications from suitably qualified and diverse candidates. We provide a welcoming, safe and flexible approach to work and provide an environment that benefits from and enables the best from everyone.*

## Pre-Placement Compliance Checks & Requirements

- Police Check
- Working With Children Check (WWCC)
- Other (Please Specify)
- None

## Work Based Learning (WBL) – Subject Information and Requirements

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

## How to Apply

**Application Deadline: 22 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!*