

That  
Little  
Place



Charles Sturt  
University

## Work Placement Position

### That Little Place Digital Marketing and Social Media

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That Little Place is an owner-operated store in Wodonga specialising in locally sourced products. Our range includes foodstuffs, handcrafts, bath & body items, household goods and cards. Currently we are active on Facebook and Instagram and have a website with online store, but we are interested in optimizing the website and running marketing campaigns to build traffic and sales.

To find out more, visit [www.thatlittleplace.net.au](http://www.thatlittleplace.net.au)

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**Subject:** **Session 1 (30):** BUS220 (70hrs), BUS370 (120hrs)  
**Session 2 (60):** BUS110 (35hrs), BUS370  
**Session 3 (90):** BUS110, BUS220

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**Specialisation:** Business, Marketing

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**Location:** Wodonga

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**Availability:** 1 position, up to 1 day a week for the hours candidate requires

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We are seeking someone with digital skills to build our online profile and increase sales. Most work would need to be undertaken on-site, however we are flexible with hours.

The main focus of the role:

**Further information:**

- Liaise with store owner regarding updating and improving current website (candidate input will be vital)
- Adding new products to online store as directed by store owner
- Liaise with store owner to run social media campaigns to increase foot traffic/website visits, and sales both in store and online
- Improve SEO on website to increase traffic and sales
- Track sales and traffic data (which can then be used by the candidate in their studies)
- If suitable, the candidate may also be involved in formulating the next phase of our business plan

Digital photography skills would be an advantage.

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**How to apply:** Email cover letter, résumé, and academic transcript to Jemma Hindmarsh, [info@thatlittleplace.net.au](mailto:info@thatlittleplace.net.au) or call 0484 858588 for further information. Please indicate preference of hours in your cover letter.

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**Closing date:** [Open until filled](#)

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