



Charles Sturt
University

Work Placement Position

Australian Tours & Cruises

Marketing Officer, Human Resources Management

Australian Tours and Cruises is an online travel agency.

The business is online, run from Bathurst NSW. We are able to work with students from a variety of locations as we are an online business.

Australian Tours and Cruises specialise in domestic travel and are currently expanding into new markets. We book travel for people. For many this is the holiday they planned for a long time and saved up for, we want the experience to be a simple and positive one from the time they think about their holiday to the time the return.

As new business owners we are in the process of developing and updating our websites, marketing strategies and company policies and procedures. Due to our expansion we have a range of tasks to be completed. Interns will get experience in website development, copy writing, social media marketing and small business operations.

To find out more, visit australiantoursandcruises.info

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

Specialisation: Management, Marketing

Location: Bathurst, Flexible remote locations (internet is a must)

Availability: Multiple positions

Further Information: Australian Tours and Cruises would like Intern students who are interested in an experience with a developing small business. Focus areas will be improving the customer experience, branding, culture and the workflow for staff. As there is a large scope of works. Interns will work with the owner/manager of the business and they will be included, whenever possible, with industry experts also working with the business. Interns need to be reliable, interested in the improving small business and preferably love the travel industry. Willing to learn, have a high standard performance and understand confidentiality of customer information and business information.

As a small business we are willing and able to provide real experience and tasks to Interns. We understand Interns are studying and have other commitments, so we are willing to work with you in a flexible manner to ensure all goals are met.

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The types of roles we currently have on offer:

Marketing - Social Media Marketing:

- Web content development.
- Developing Blogs.
- Set targets and monitoring systems to determine success or marketing.
- Review accounts and settings.
- Develop a calendar of marketing and the materials to be used.
- Implement social media brand awareness and story using an automated program, write material that can be posted over a period of time to tell the story.
- Review the branding of the company and assist in developing guidelines for staff.

How to Apply:

Email Cover Letter, Résumé, Academic Transcript and [Authority to Disclose Information](#) to Sally Hennessy (sally@australian tours and cruises.info).

Closing Date:

[Closing Date](#)

