



Charles Sturt
University

Work Placement Position

Bathurst Community Transport & Bathurst Tours Marketing Officer

[Bathurst Community Transport](#) offers subsidised transport to eligible community members to help them remain independent in their homes.

This Winner of the 2023 Bathurst Business Awards also owns and manages [Bathurst Tours](#) - a tour and transfer business offering cultural, heritage and winery tours, as well as airport, wedding and cruise transfers. The profits from Bathurst Tours support the valuable work of Bathurst Community Transport.

This role will work across both businesses, giving exposure to the community transport and tourism industries.

To find out more, visit bctg.com.au and bathursttours.com.au

Subject:	Session 1 (30): BUS223 (35hrs), BUS385 (70hrs) Session 2 (60): BUS223, BUS385
Specialisation:	Marketing (primarily digital) and social media
Location:	Bathurst
Availability:	1 position per session only. Placement block flexible (may be organised as a block, or regular set days per week)

The purpose of this role is to promote Bathurst Tours and Bathurst Community Transport to increase exposure and sales.

Using the Strategic and Marketing Plans and with the support and assistance of the team, activities in the role include:

Further information:

- Assist with content creation for all of our company social media accounts, including organising cross-platform content strategies.
- Develop new social media campaigns from the ground up, considering our target markets.
- Monitor social channels for trending news, ideas and memes and capitalise on those trends through our social media accounts.
- Perform research and analysis into our competitors.
- Provide actionable tips and advice for expanding our reach in the digital space.
- Assist with capturing and analysing social media metrics.

Applicants must be:

- Enrolled in a bachelor's degree program.
 - Familiar with social media strategies and platforms.
 - Able to multitask and take initiative.
 - Have a flexible work schedule.
 - Hardworking and have a dedicated outlook.
 - Able to take direction and absorb information quickly.
 - Committed to providing exceptional customer service.
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Desired personal attributes include:

- Enrolled in a bachelor's degree program.
- Professional approach
- Highly reliable and responsible with a safety conscious attitude
- Ability to work under pressure
- Organisational and time management skills
- Excellent attention to detail
- Confident manner
- Positive approach to change

How to apply:

Email cover letter, résumé and academic transcript to Kathryn Akre (ceo@bctg.com.au) or call 02 6331 3322 for further information.

Closing date:

Open until filled

