



## LONG-TERM VOLUNTEERING OPPORTUNITY

### — MARKETING AND DIGITAL CONTENT PRODUCTION ROLES

#### IN BRIEF

CRUCIBLE is a start-up project which delivers youth-oriented cultural awareness programs designed to promote socio-cultural harmony in local communities by teaching today's young people about the value of multiculturalism and encouraging them to embrace cultural diversity.

CRUCIBLE started life in 2017 as a small-scale one-off project run by Louise Multicultural Community Centre (LMCC) to deliver a one-day cultural awareness workshop at a partner secondary school. Inspired by its success, the team behind CRUCIBLE — known as The CRU — has revamped the project and is currently on a mission to transform it into a leading provider of youth-oriented cultural awareness programs and learning materials. The CRU has developed a strategic direction that sees the core objectives of CRUCIBLE presented through two delivery models — an in-person program and an online resource repository.

Guided by this vision, the CRU is working hard to develop a syllabus that can be delivered through workshops, as well as content that is suitable for online publication. To help us realise our goal, we want you to take part in delivering on this strategy.

We are seeking a number of young adults with a marketing background who are passionate about inspiring the next generation of youths to be part of the *Marketing* and *Digital Content Production* workgroups within CRUCIBLE's committee. As a member of these workgroups, you will have the opportunity to build CRUCIBLE's brand identity from the ground up while working in a dynamic team that values diversity, respect and progress.

#### KEY RESPONSIBILITIES

The *Marketing* and *Digital Content Production* workgroups will collaborate on the following non-exhaustive list of key areas of responsibilities:

- developing a marketing strategy for CRUCIBLE;
- building a website on WordPress that promotes the CRUCIBLE project and houses resources produced by the Program Development and Learning Experience workgroup; and
- establishing a social media presence to spread CRUCIBLE's brand, mission and purpose.

In addition to the above,

- the *Marketing* workgroup will also be responsible for:
  - building an identity that enables the CRUCIBLE brand to be promoted consistently across print and digital media for the purposes of community and stakeholder engagement, fundraising, and marketing;

- compiling a basic branding style guide;
- engaging in digital marketing activities; and
- assisting the Community and Stakeholder Liaison workgroups in preparing prospectus documents that will be presented to community partners and stakeholders.
- the *Digital Content Production* workgroup will also be responsible for:
  - assisting the *Program Development and Learning Experience* workgroup in:
    - curating online resources;
    - designing interactive activities using online interactive learning platforms;
  - producing and managing document templates; and
  - designing publications in Adobe InDesign and/or Microsoft Word and/or Microsoft Publisher.

## WHO IS CRUCIBLE LOOKING FOR?

Long-term (6–12 months) volunteering opportunities are currently available at CRUCIBLE.

These roles are perfect for enthusiastic young adults with a marketing background who have experience in running successful marketing campaigns, and are:

- aged 18 to 25;
- able to demonstrate a unique combination of people skills and cross-cultural competence;
- passionate about making positive social impact, particularly in the area of cultural inclusion;
- committed, dedicated and willing to see a start-up project through from start to finish;
- driven by success and keen to learn new things; and
- meticulous with an eye for detail.

Does this sound like you? Here is what else you need to know:

- Successful applicants may be required to commit four (4) to eight (8) hours each week (including weekends).
- Applicants must possess a valid Working with Children's Check or be willing to apply for one.
- Periodic attendance at LMCC's Box Hill Hub may be required. LMCC is located a 5-minute walk from Box Hill Railway Station.

**Note:** Due to Government-imposed restrictions in relation to the COVID-19 pandemic, attendance at LMCC's Box Hill Hub is suspended until further notice.

## APPLICATION PROCESS

Ready to apply? Address an email to the Project Coordinator at [admin@thecruciblehub.org](mailto:admin@thecruciblehub.org) with the subject line: ***Long-term Marketing Volunteer Role — Application: <YOUR FULL NAME HERE>*** and attach a copy of your CV.

In the body of the email, provide your response to tasks 1 and 2 below:

1. In no more than 300 words, provide a summary of your involvement in a marketing campaign or activity that you are most proud of. Explain what the campaign or activity was for, your role, the challenges you faced, and what you learned from your experience.
2. Provide your response to ONE of the following:
  - In no more than 300 words, provide a personal anecdote about an interesting cross-cultural encounter. Explain how it arose, and what you found interesting about it.
  - In no more than 300 words, briefly describe a personal experience of cross-cultural conflict. Explain how it arose, how you felt, and how it was resolved.

In your email, please also indicate which workgroup — *Marketing* or *Digital Content Production* — you wish to join.

**Applications close at 23:59 on Sunday, 6 September 2020.**

Applicants will be notified of the outcome of their application by Sunday, 13 September 2020.

For more information about CRUCIBLE and the roles available, please contact Matt Wong by email at [m.wong@thecruciblehub.org](mailto:m.wong@thecruciblehub.org) with the subject line: ***Long-term Volunteer Role — Inquiry.***