

SCHOOL BASED TRAINEE - DIGITAL MARKETING

Base Location:	Cairns Office	Reports To:	Digital Communications Officer
Region:	Cairns ESA	Industrial Instrument:	Miscellaneous Award
Resources:	Work Computer, Work Mobile	Fixed Term Contract:	December 2025
Position Resourcing:	Department of Justice & Attorney General		

About us

VPG is a non-profit organisation that has been improving child and youth transitions in Far North Queensland for over 25 years. Servicing Cairns, Innisfail, Atherton & Mareeba, we have assisted thousands of young people. We seek to empower youth, strengthen families and build the capacity of education, industry and communities through quality partnerships.

www.vpginc.com.au

Applying

To apply please:

1. Email your current resume in PDF format to our Senior Business Support Officer, Angela Wienert, at angela@vpginc.com.au.
2. Create a short reel/video introducing yourself and sharing your interest in the role. Please upload your video via Google Forms: <https://forms.gle/CiN4NsNNCMGU7iBa8>

About you

Qualifications, Experience, Capability

- General knowledge of social media platforms and digital editing software eg. Canva & PicCut.
- Strong interest in story telling by participating in and producing digital content.
- Genuine enthusiasm for helping children, young people and families in our communities to thrive.
- A commitment to cultural safety & cultural awareness.
- Organizational and computer skills.

Mandatory Requirements

- Blue Card (Suitability Card for Child Related Employment - This can be applied for before starting work)

Key Responsibilities - Communications - Within the limits of a Trainee level:

- Build an understanding of all VPG services.
- As directed support the Digital Communications Officer to create written and visual content for all marketing communications.
- As directed assist the Digital Communications Officer to plan and execute marketing campaigns.
- As directed assist the Digital Communications Officer to monitor and review metrics and post-campaign analysis to understand effectiveness and identify opportunities for optimisation.
- Assist in coordinating communication/marketing events, meetings, workshops as required.
- Actively support the Digital Communications Officer to undertake projects.
- Support the Digital Communications Officer to provide excellent customer service support to partners/customers, including answering phones and providing face-to-face support as required.

Key Responsibilities –Administration

- Assist in the maintenance of digital equipment.
- Assist to complete program administration.
- Fulfil other tasks that VPG Leaders reasonably asks you to perform.
- Abide by all VPG Policies & Procedures and be responsible for learning all updates.
- Complete off the job Certificate III in Business Administration through the agreed Training Provider.

Key Responsibilities – Integrity & Productivity

- Act as a participant focused, values based team member and work collaboratively with staff within our Advantage Thinking approach.
- Ensure behaviour during all work interactions is aligned to our values of being compassionate, generous, inclusive, responsible and fun.
- Comply with all VPG policies and procedures.
- Ensure client confidentiality, including the handling of personal information, is always maintained.
- Actively contribute and participate as a VPG team member across all programs exchanging ideas and information on a regular basis.
- Build an understanding of the nature of risk when undertaking daily duties and the importance of complying with relevant legislation and service standards, reporting any known breaches to their Manager.
- Along with all VPG staff undertake a range of duties to ensure the smooth running of VPG Centres including but not limited to washing up, emptying rubbish, putting away equipment, unpacking groceries checking mail, purchasing supplies as directed.

Additional Information

- With the support of our Communications Officer, this role will create social media content that positively profiles youth, schools, and employer participation across all VPG programs.
- The activity will involve photographs, video and audio-visual material that will include you as the Trainee.
- To gain a greater understanding of the communication channels you will be creating content for, we encourage you to visit our social media accounts and websites:

VPG: www.instagram.com/vpg_youth and www.facebook.com/VPGYouthTransitions and www.vpginc.com.au

RespectMe: www.instagram.com/respectme.org.au/ and www.facebook.com/RespectMe.org.au and www.respectme.org.au

Every Family: www.instagram.com/everyfamily_vpg/ and www.facebook.com/EveryFamilyTablelands and www.everyfamily.org.au

- This role will involve regularly travelling by vehicle with VPG staff in VPG vehicles to a variety of education, industry & community settings within the Cairns, Mareeba & Atherton area.
- VPG staff like to have fun, regularly participating in work-time activities that can be silly, sometimes require dressing up in costumes and generate lots of laughter – join us if this sounds like you.