

Assignment Description

Assignment Number: AID010262

Job Title: Online Marketing Advisor

***Host Organisation:** SOLA Kreatif Media

Assignment Location: Bogor

Location ID: 360 - Indonesia

Occupation ID: 103 - Business/Marketing/Tourism/Art Design

Assignment Start Date: Early March 2016

Duration: 3 months

Application Closing Date: 21 January 2016

Pre-Departure Briefing Dates: 10 – 12 February 2016 in Melbourne (attendance at this volunteer briefing is compulsory) and approximately 3 hour online training prior to this date

Project Manager: Petra Wiesner

Contact: Petra.Wiesner@abv.org.au

* Please note that volunteers should not contact the host organisation:

- (a) unless the host organisation contacts the volunteers first; or
- (b) without permission from ABV

Assignment Summary

SOLA Kreatif Media was started in 2013 by Yayasan Cipta Mandiri (YCM), a non-profit non-governmental organisation, which provides free alternative education to young people from underprivileged backgrounds in Bogor, Indonesia. SOLA is YCM's social enterprise, which provides training for the young people to establish their own business in film making and photography, graphic design, website design, music and entertainment. SOLA Kreatif Media is currently seeking an Australian volunteer to assist in strengthening their capacity in online marketing.

Applicants for this assignment must be available to physically attend volunteer pre-departure training on the 10 – 12 February 2016 in Melbourne, as well as undertake approximately 3 hour online training prior to attendance on this date.

Host Organisation and Assignment Background

SOLA Kreatif Media was started in 2013 by Yayasan Cipta Mandiri (YCM). YCM is non-profit non-governmental organisation which works to empower young people in Bogor, Indonesia. YCM has been providing free alternative

development and education programs to young people from underprivileged backgrounds and who are often drop-outs from traditional schools. YCM works to equip its' students with confidence, knowledge and practical skills necessary to make positive sustainable changes in their lives. YCM provides classes on various subjects focused on personal development and skills as well as supports student groups/communities focused in students' interests, including art, music, Internet and sports. YCM also trains young people in basic practical skills, such as preparation of daily meals, cleaning, and shopping for cooking and cleaning supplies. More on YCM can be found at www.ciptamandiri.net.

In 2013 YCM established a social enterprise SOLA (Soul of Unlimited Ideas) Kreatif Media. SOLA provides training and support to the young people of YCM to establish their own business in film making and photography, graphic design, website design, music and entertainment. Part of SOLA's revenue flows back to YCM in order to maintain its sustainability. More on SOLA can be found at www.solakreatifmedia.com.

Australian volunteer will assist SOLA staff and entrepreneurs with online marketing, including online marketing plan, guidelines, theoretical and practical training and coaching.

Location Background

The assignment is based in Bogor, West Java. The original capital of the Sundanese Kingdom (West Java) and former colonial retreat of the Dutch, Bogor has retained its unique European architecture. It is located sixty kilometres south of Jakarta.

Bogor has a presidential palace, a deer park and a botanical garden in the town centre. It is known as a major centre for agricultural and forestry research and hosts the Institut Pertanian Bogor (Bogor Institute of Agriculture). Bogor is also home to two CGIAR (Consultative Groups on International Agricultural Research) research centres, including CIFOR, the Centre for International Forestry Research and the World Agroforestry Centre.

Bogor is on a main road from Jakarta to Bandung, over the Puncak pass. To the south of the city are large tea plantations. During colonial times the Bogor area developed as a centre for plantations. Apart from the tea there were coffee plantations at nearby Sukabumi and later vast rubber plantations.

The nearest major cities are Jakarta and Bandung but the time to get there is very much dependent upon the time of day, level of traffic and mode of transport. An electric train runs hourly between Bogor and Central Jakarta and this only takes around one-hour to complete the journey

Bogor offer a wide range of recreational activities both within the city and just outside in the surrounding hilly plantation are of Puncak. The city itself has a range of shopping centres, where a volunteer can purchase

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everything needed for day to day living, as well as coffee shops and restaurants serving Indonesian and Western style foods.

Although a major city and relatively cosmopolitan as with all cities in Indonesia it will still be relatively conservative and the volunteer will need to respect the culture and beliefs of the local communities.

Bogor has an extremely effective system of small mini buses that make travel around the city relatively easy. There are also inter city buses and a railway station that provide access to neighbouring cities and the international airport in Jakarta. The volunteer should be aware that the standards of comfort and safety on public transport will be significantly lower than would be expected in Australia.

Cultural Tips

- The official language is Bahasa Indonesia. Bahasa Sunda / Sundanese language is widely spoken among Bogor citizens. English is the most widely spoken foreign languages
- Islam is the dominant religion, though Christian, Hindu and Buddhist communities are also represented
- Pick-pocketing and traffic accidents are the most common risk to volunteers, so the usual precautions should be taken

Workplace

YCM/SOLA is located in a two-story building in a village close to central Bogor.

The Assignment

Community Impact

- To improve opportunities for young people in Bogor through development of their own creative media business and skills

Host Organisation Outcomes

- SOLA staff and entrepreneurs are able and confident to conduct online marketing

Tasks

- With SOLA staff, develop a suitable marketing plan for SOLA and appropriate online marketing guidelines
- To train and coach SOLA staff and entrepreneurs in online marketing and to be able to evaluate and update the online marketing plan
- To coach SOLA entrepreneurs to conduct efficiently and independently online marketing

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Outputs

- An online marketing plan for SOLA is developed
- SOLA staff and entrepreneurs are trained in online marketing and are able to update their online marketing plan
- A guide of online marketing is developed for use by SOLA and YCM

** Please note that the objectives outlined above may be subject to change, with part of the chosen volunteer's role being to help shape the needs of the Host Organisation in relation to this assignment description.*

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Counterparts who will participate in Skills Exchange

Position	Time in this position	Formal Education/Training
IT coordinator and web design internship supervisor	Since 2014	IT course
Event coordinator and marketing	Since 2014	Diploma in Garment Merchandiser
IT coordinator assistant	Since 2014	IT course

Selection Criteria

Essential

Qualifications:

- Tertiary qualifications in Marketing, Online Marketing, or a related field

Experience/Skills:

- At least 10 years of experience in marketing, with experience in online marketing

Personal Attributes:

- Commitment to team work, coaching, and mentoring others.
- Awareness and sensitivity of cross-cultural settings
- Patience, tolerance and flexibility
- Ability to cope with cultural isolation and a different standard of living
- A preparedness to work with limited resources within a challenging environment

Note: A current first aid certificate (HLTFA311A) is required for all AVID assignments. Obtaining a current one, if required, is at the volunteers own expense.

Desirable

Experience/Skills:

- Previous experience of work with young people
- Knowledge and experience with creative and digital media

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Airfare, Living Allowance and Accommodation

ABV will provide/ensure:

- A return economy class airfare from the volunteer's closest airport to the assignment location
- The required visa for the location and duration of the assignment
- Any unavoidable overnight transit accommodation costs required during travel to and from the assignment location
- Travel and medical insurance
- Medical pre-departure health check, including a personalised first aid kit
- Medically prescribed vaccinations and malaria prevention medication
- Return travel costs within Australia and accommodation costs for the volunteer to attend pre-departure training for two days – one or two months before the assignment start date. Attending pre-departure training before the assignment begins is compulsory
- Reasonable, safe and secure accommodation close to the assignment location
- A monthly living allowance of AUD700. Allowances are paid in 2 month allocations in advance, with the first being made prior to departure.

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