



Overview:

The Media Recruitment & Marketing Intern will oversee the online presence of the Bukit Lawang Trust, managing our social media presence on a range of digital platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, Tik-Tok, and various other platforms. Additionally the MRM is responsible for ensuring each of our volunteer placements is full, by managing our recruitment websites and providing real time support and guidance for all of our volunteers prior to departure to Indonesia. The MRM will work closely with our Videographer & Photographer to create high quality content in keeping with the Bukit Lawang Trusts Social Media Policy and will manage the Trusts global network of digital nomads.

Salary & Benefits:

Full board, food & transport provided. 600,000 IDR monthly Salary.

The Media Recruitment & Marketing Intern is responsible for:

Education and Volunteer development

- Recruiting volunteers from around the world onto all of the Trusts programs to ensure operational capability.
- Support volunteers through their application process and guide them in visa applications and preparations prior to departure.
- Monitoring volunteer progress throughout their placements & take the lead on 'organised fun' for volunteers living at the Trust.
- Maintaining a positive learning environment for all beneficiaries, students & staff in keeping with the Trusts code of conduct.
- Safeguarding volunteers, staff and students. (any successful candidate will receive comprehensive training and guidance on the BLTs safeguarding policy and any associated procedures in place).
- Assist the Program Managers in the running and organization of our supporting projects.
- Support all volunteers with their volunteer journey @ Help @ Home project.
- Participate in staff training as and when required including annual 1st aid training.
- Co-run the weekly pub quiz with the Program Managers.
- Organize weekly outings and activities for the volunteers.

Advertising and Recruitment

- Post on all of the Trusts social media platforms on a daily basis.
- Advertise the Trust to international volunteers – via our recruitment platforms.
- Updating all advertisements and finding new sites to advertise on.
- Recruiting and organising volunteers interview in liaison with the relevant program managers.
- Ensure all incoming volunteers receive sponsor letters.
- Keep volunteer matrix up to date and correct.
- Save all volunteer documentation on the BLT server.

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Administration

- Replying to all emails/ messages directed to the MRM and forward relevant emails to the required staff member.
- Assisting with the general organization and maintenance of the Trust.
- Liaise with the Director of Operations to design and amend curriculum and policy related to social media, Marketing & SEO where required.
- Arrange Transport with the Transport and logistics coordinator as required.
- Liaise with the Director of Operations as required.
- Working alongside the Trust staff team to show visitors around the Trust sites.
- Managing the Bukit Lawang Trust Alumni Facebook Page.

Finance and Fundraising

- Encouraging fundraising for the Trust via all means, including arranging the weekly pub quiz.
- Seek funds to sponsor staff and students through education and university as and where possible.

Transport & Logistics

- Site maintenance and upkeep (e.g. water tank cleaning (once a month, ensure there is always clean drinking water in the kitchen, fixing broken tiles/locks/doors/furniture/equipment, restocking supplies, and cleaning equipment as required.)
- Order BLT t-shirts as and when required and distribute necessary amount to Bukit Lawang Indah to sell. (collect sales money from Indah once a month).

Community Engagement (Hearts and Minds)

- Immerse yourself in the community, attend weekly Bahasa/English lessons held at the trust to improve your language skills.
- Attend community events such as weddings funerals, parties etc.
- Go out and meet staff at guest houses on a regular basis to maintain good relations with the community.
- Work with prominent community figures to raise awareness of Trust/Extend reach of Trust.
- Take a lead on community action and awareness raising campaigns

Additionally, you may be required to assist the Director of Operations in duties and responsibilities not aforementioned on an adlib basis.

This contract is a minimal contract of 6 months. The Media Recruitment & Marketing intern must give at least 1 months' notice before leaving the Trust. In cases of dismissal or redundancy (excluding breaches in Bukit Lawang Trust Code of Conduct) the Trust will provide 1 months' notice as a minimum.

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Requirements

- Proficiency using social media (essential).
- Partner establishment & development (preferred).
- Sponsor and donor acquisition (preferred).
- Volunteer recruitment (preferred).
- Experience working with multicultural multilingual teams (preferred).
- Experience and understanding of key principles of Conservation (17 Sustainable Development Goals.) (Preferred).
- Experience in fundraising/crowdfunding (preferred).
- Experience in web design & SEO (preferred).

All applicants should note, that much of this role includes actively working in the local community of Bukit Lawang, the Sumatran Tropical Rainforest and across North Sumatra. This role can be very active and physically challenging at times. Moreover, medical and psychological support networks are largely unavailable, with the nearest hospital being over 4 hours away in Medan City.