



DESCRIPTION FOR CANDIDATES

Title:	Graphic Designer
Salary:	£20,000 - £24,500 pro rata (<i>Negotiable for those who can demonstrate considerable experience</i>)
Location:	Loughborough (You will be required to travel to and work at other locations on occasion)
Hours of Work:	40hours/week (<i>variable & flexible; availability to work outside normal office hours is essential</i>)
Start Date:	July 2020
Duration:	Full-time Permanent
Responsible to:	CEO: Martin MacDonald <i>Head of Nutrition: Sarah Duffield</i>

SUMMARY OF POSITION

The Mac-Nutrition Collective is a syndicate of companies working to promote and further true evidence-based nutrition, through education, mentoring and consultancy. It consists of Mac-Nutrition (www.Mac-Nutrition.com), the MNU Certification (www.Mac-NutritionUni.com) and the Mac-Nutrition Mentoring Lab (www.Mac-NutritionMentoringLab.com).

The graphic design role is an exciting opportunity to join a young, vibrant and world-renowned company in the field of nutrition and nutrition education. Be part of a unique and developing core team in a fast moving and ever-adapting environment where your opinions and thoughts can be heard. The role is designed to give a hard-working and ambitious graphic designer the opportunity to establish their skills in a variety of areas, as a key team member of The Mac-Nutrition Collective and it's continued and exciting growth including being a key player in the creation of our new foundation course, the MN School of Nutrition, due to be released worldwide in 2021.

The candidate's creative vision will combine with The Mac-Nutrition Collective message to create illustrations, digital media and video content for the brands as well as create content and support Martin MacDonald's (CEO) personal social media platforms and digital marketing strategy.

KEY OPPORTUNITIES, ACTIVITIES AND DUTIES

- Creation of all imagery, infographics, icons, animations and slides for the MN School of Nutrition foundation course
- Design of professional looking web pages, email campaigns and web forms
- Communicating key messages and the brand values through creation of infographics, posters and other graphic design projects such as prospectuses for potential students
- Creating and developing multimedia/social media content for external promotions such as our conferences, MNU, personnel recruitment and other enterprising projects including media appearances and social media (primarily Facebook, Instagram and YouTube)
- Supporting the digital marketing and social media strategy
- To work as part of a team to facilitate and develop ideas as well as work independently on constructing project proposals for management to review
- Assisting in the day-to-day running of Mac-Nutrition, MNU and the Mac-Nutrition Mentoring Lab
- Any other duties as may be requested

PERSON SPECIFICATION

QUALIFICATIONS AND EXPERIENCE

Essential

- GCSE English Literature and Language (Grade C or above)
- Adobe Photoshop/Illustrator competence with a passion for graphics and experience in creating high quality images e.g. EPS files
- Computer proficiency with IT systems, MS Office, Web Browsers and Mac Mail/Gmail

Desirable

- BA/BSc in Multimedia Design, Graphic Design or a related field
- Experience creating social media content
- Experience with front-end website design and development

ESSENTIAL SKILLS AND ABILITIES

Essential

- Ability to work under pressure
- Ability to prioritise own workload, and balance conflicting demands and tight deadlines to ensure productivity for department standards
- Demonstrates clear, effective and professional communications with attention to detail
- Possesses a thorough but efficient approach and strategy towards tasks
- Ability to communicate fluently, in English, to both our audience and our staff

Desirable

- An understanding of marketing and business in the health and fitness industry
- Is well versed with The Mac-Nutrition Collective and our activities or understands our mission statement

PERSONAL DISPOSITION

- Displays an energetic, positive, helpful, 'above and beyond', 'can-do' attitude
- Willing to support others in the pursuit of business goals
- Demonstrates a personal desire to complete tasks through to resolutions and ensure they are delivered in a timely and efficient manner
- Open minded with a view to adopting new practices
- Highly motivated with a passion for the brand vision
- Personal integrity and the ability to invoke trust & respect from others
- Availability/willingness to observe and support various activities and projects within The Mac-Nutrition Collective at short notice
- Has a demonstrable personal interest in sport, health and/or fitness

APPLICATIONS

Please complete the application form by following [this link](#)

Deadline for applications is Sunday 28th June