

DESCRIPTION FOR CANDIDATES

Title:	Social Media Marketing Assistant
Salary:	£20,000 - £25,000 (<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:	40 hours/week (<i>variable & flexible; availability to work outside normal office hours is essential</i>)
Start Date:	April/May 2022
Duration:	Full-time Permanent
Responsible to:	<i>CEO: Martin MacDonald</i> <i>Head of Nutrition and Education: Sarah Duffield</i> <i>Social Media Marketing Executive: Lucy Williams</i>

SUMMARY OF POSITION

The Social Media Marketing Executive role is an exciting opportunity to give a hard-working and ambitious individual the opportunity to develop and establish themselves as a key team member of The Mac-Nutrition Collective and its continued and exciting growth.

The Mac-Nutrition Collective is a syndicate of companies working to promote & further evidence-based nutrition, through education (www.Mac-NutritionUni.com), mentoring (www.Mac-NutritionMentoringLab.com) and consultancy (www.Mac-Nutrition.com & www.Martin-MacDonald.com).

The successful applicant will develop email and social media marketing skills & knowledge and use these to create, manage and implement the social media strategy for The Mac-Nutrition Collective and the Martin MacDonald brand.

PERSON SPECIFICATION

QUALIFICATIONS AND EXPERIENCE

Essential

- Experience using a wide variety of social media platforms
- Computer proficiency with IT systems, MS Office, Web Browsers and Mac Mail/Gmail

Desirable

- Any knowledge or experience in Facebook advertising
- Any knowledge or experience in email marketing platforms (e.g. MailChimp)
- Any knowledge or experience of SEO
- Experience or an interest in videography/photography
- Experience using Adobe programmes

ESSENTIAL SKILLS AND ABILITIES

Essential

- Demonstrates clear and professional communication with attention to detail
- Possesses a thorough but efficient approach and strategy towards tasks
- Ability to communicate clearly and fluently, in English

Desirable

- An understanding of marketing and business in the health and fitness industry
- Is well versed with the activities and general mission of The Mac-Nutrition Collective and Martin MacDonald

PERSONAL DISPOSITION

- Displays an energetic, positive, helpful, 'above and beyond', 'can-do' attitude
- Willing to support others in the pursuit of business goals
- Highly motivated with a passion for the brand vision

KEY OPPORTUNITIES, ACTIVITIES AND DUTIES

- Supporting the social media strategy for The Mac-Nutrition Collective and the Martin MacDonald brand
- Supporting and driving email marketing strategies within all of the Mac-Nutrition Collective brands
- Assisting with advertising strategies including Facebook, Instagram and Google Ads
- Making significant contribution to any and all of The Mac-Nutrition Collective's large on-going projects
- Any other duties as may be requested

APPLICATIONS

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

Deadline for applications: Wednesday 30th March 2022