



DESCRIPTION FOR CANDIDATES

Title:	Junior Marketing Assistant
Salary:	£20,000 - £30,000 (<i>Experience dependent</i>)
Location:	Loughborough
Hours of Work:	40 hours/week
Duration:	Full-time Permanent
Responsible to:	CEO: Martin MacDonald <i>Head of Nutrition:</i> Sarah Duffield

SUMMARY OF POSITION

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 Junior Marketing Assistant role is an exciting opportunity to join a young, vibrant, and world-renowned company in the field of nutrition. 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.

As part of our marketing team, you will be involved in the delivery of compelling and innovative communications focussed on increasing awareness and engagement with potential customers, current students and MNU graduates.

You will help design, create, and manage our email marketing campaigns for course launches, events and brand awareness. You will also be involved in supporting our social media marketing across Facebook, Instagram, LinkedIn, TikTok & YouTube.

As this is a Junior role, full support and professional development will be provided where needed and, while the position is an entry-level role, there is huge scope for career progression within the company, and we would encourage and support the successful candidate to develop the role to make it their own and ultimately progress into a more senior/management role.

PERSON SPECIFICATION

QUALIFICATIONS AND EXPERIENCE

Essential

- Computer proficiency with IT systems, MS Office, browsers and Mac Mail/Gmail
- GCSE (or equivalent) in English Literature and Language (Grade B/6 or above)
- Good knowledge of a wide variety of social media platforms

Desirable

- Previous marketing experience or training
- Any knowledge or experience in email marketing platforms (e.g., MailChimp)
- Any knowledge or experience of SEO
- Any knowledge or experience in Facebook, Instagram, Google, TikTok, Twitter, LinkedIn marketing/advertising
- Aware of The Mac-Nutrition Collective and our activities
- BSc or BA (2:1 or above)

ESSENTIAL SKILLS AND ABILITIES

Essential

- Ability to communicate clearly, in English, both verbally & in written form
- Demonstrate a strong sense of ownership and teamwork
- A good ability to understand written communications and compose grammatically correct, concise, and accurate email campaigns and responses
- Ability to prioritise own workload, and balance conflicting demands and tight deadlines

Desirable

- An understanding and interest in marketing and business in the health and fitness industry

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 marketing/advertising and the brand vision

KEY OPPORTUNITIES, ACTIVITIES AND DUTIES

- Assisting all stages of email marketing campaigns, including planning, creation, and management of automated campaigns in MailChimp, audience segmentation, carrying out relevant testing, scheduling, and data reporting
- Working closely with the nutrition and social media teams to provide market-leading email campaigns that drive customer acquisition, conversion and retention and maximise revenue opportunities
- Become familiar with email best practise, industry trends and regulations
- Supporting and driving email marketing strategies within all of the Mac-Nutrition Collective brands
- Training in and assisting with advertising strategies including, but not limited to, Facebook, Instagram, and Google Ads/Analytics
- 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: Friday 7th April 2023

Please submit your application as early as possible: interviews will be completed on an ongoing basis for the right applicants and we reserve the right to close this vacancy early.