



Charles Sturt
University

Work Placement Position

Nutraviva Marketing and Social Media Assistant

Nutraviva is a successful, well established Australian owned business with over 300 stockists and thousands of satisfied customers nationwide. We offer a wide range of premium collagen and gelatin products together with a solid commitment to excellence in customer service and satisfaction.

Nutraviva's goal of providing our customers with premium collagen products led to an international search for the ideal conditions and locations from which to source. We provide to our customers with what is widely considered to be the highest grade of premium collagen and gelatin products available on the Australian market.

Nutraviva is an Australian-owned family run business based in Bathurst, Australia.

<https://nutraviva.com.au/>

Subject:	Session 1 (30): BUS220 (70hrs), BUS370 (120hrs) Session 2 (60): BUS370 Session 3 (90): BUS220
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Specialisation:	Marketing B2B & B2C, Digital Marketing, Social Media
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Location:	Bathurst, combination of working onsite and remotely
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Availability:	One position – flexible hours
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Depending on a student's placement requirements & specialisation there is scope to adjust or refine key areas.

Nutraviva have opportunities available for a student placement in the following key business areas:

Marketing

- Advertising & development of marketing materials
- Competitor analysis reporting
- Content creation for website product pages, blogs, recipes, customer testimonials
- Website review & maintenance – updating and content review
- Online Marketing including contact email – both standard and automatic email outs to contact list
- B2B maintenance & contact through our distributor portal

Further information:

Social Media Management

- Including writing social media posts across Facebook and Instagram
 - creating graphics related to posts
 - set up of Pinterest presence
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- Investigate other platforms as needed, based off our product avatar demographics

Business Management

- Opportunities to attend meetings with the CEO, marketing meetings with SEO, brand team & graphic designers
- Opportunities for reviewing systems, procedures and manuals
- Stock control, warehouse management processes
- Opportunities to develop website and campaign reports
- Review of current Customer Experience Map and suggest revisions, incorporation of automations to encourage sales
- Marketing research and related project - consultation with student/CEO and based on business priorities
- Presentations & performance reporting
- Meeting agendas, minutes & actions

Online Event Planning

- Supporting upcoming product launches, marketing and advertising related to this launch
- Online event strategies & planning
- Online event management & reporting
- Analysis of requirements – branding, technical considerations & any printing/resources
- Develop promotional materials
- Event evaluation

How to apply:

Email cover letter, résumé and academic transcript to Liz Golsby liz@nutraviva.com.au . Email Liz for further information if required.

Closing date:

[Closing Date](#)

