



Charles Sturt
University

Work Placement Position

Nutraviva Marketing & Social Media Assistant

Nutraviva is a successful, well-established Australian-owned business with over 800+ stockists and thousands of satisfied customers nationwide. We offer a wide range of premium health products together with a solid commitment to excellence in customer service and satisfaction.

Nutraviva provide to our valued stockists and customers with the high grade of premium collagen, gelatin, bone broth & wholefood supplements to the Australian market.

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

To find out more, visit nutraviva.com.au

Subject: **Session 1 (30):** BUS223 (35hrs), BUS385 (70hrs)
Session 2 (60): BUS223, BUS385

Specialisation: Marketing and social media

Location: Bathurst, a combination of working onsite and remotely can be considered on a case-by-case basis

Availability: 1 position per session only. Placement block flexible (may be organised as a block, or regular set days per week)

Further information: Nutraviva has opportunities available for student placement in the following key business areas:

Marketing

- Advertising and development of marketing materials appropriate for the brand e.g. promotions, updated brochures, expo materials.
- Marketing Research and Competitor Analysis.
- SEO optimised website content

Social Media

- Content creation of social media posts across social media networks including Facebook, Pinterest, LinkedIn, and Instagram.
- Short-form video content for Instagram and Tik Tok aligned with brand messaging.

Management

- Opportunities to attend meetings with the CEO, marketing meetings with SEO, brand team & graphic designers.
- Opportunities to develop website and campaign reports.

Online or Expo Event Planning *(dependent on launch/event schedule)*

- Support preparation for upcoming expo events including event styling opportunities, marketing, and promotional materials.

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- Supporting upcoming product launches, marketing, and advertising
 - Online event strategies and planning where relevant.

Depending on a student's placement requirements and specialisation there is scope to adjust or refine key areas.

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](#)

