Social Media and Marketing dietitian

You will be responsible for assisting with the management of all social media accounts for our award-winning nationwide dietetics company. This covers Facebook, Instagram, Snapchat, LinkedIn, website and Medium blogs, SoundCloud podcasts, YouTube Vlogs. Role is ready for immediate start for the right applicant preferably happy to be based on the Sunshine Coast, QLD, however the work could be completed from anywhere in the World. The role will commence part-time or full-time pending the applicant skills, knowledge and availability.


Your role will entail the creation, editing, curating and posting of dietetic content to optimise reach and engagement of all brands on all platforms. Strategic digital marketing strategy will be a collaborative effort between yourself as the Social Media Dietitian and the Managing Director of the company.

To be successful in your application for this role you will need:

1. Completed a Nutrition & Dietetics degree (preferred), or in final year, with a strong desire to work in a Social Media dietetics role
2. An honest and confident personality interested in being different, not the same.
3. Strong work ethic, high level of attention to detail, and efficient
4. Previous experience posting on social platforms and optimising content
5. Demonstrated skills in writing/posting/curating nutrition information for social media platforms.
6. Knowledge of social media platform optimisation (post types/schedules/frequency etc)
7. Basic photo and video editing skills
8. Ability to work across many businesses simultaneously, in an ever-changing market and company focused on getting better at everything, always.
9. Able to take direction well, while also having confidence to take initiative and provide advice and strategic direction to the Managing Director and other team members.

Other skills and experience that would be highly desirable:

1. Advanced video and photo editing skills
2. Experience with website SEO optimisation and website management
3. Graphic design or Marketing qualifications/experience
4. Experience running Facebook and Instagram ads
5. Experience running Google Adwords campaigns

If you are interested, please send the following to tyson@fueyourlife.com.au:

1. Your resume, and less than 200 words on why you will suit this role and our company.
2. 3 examples of social media content you have created (e.g. 1 x blog, 1 x Facebook post, 1 x photo/video post)
   a. These can be purely your own or rework something that we have posted – hint: reworked video editing submissions of our DL YouTube content will score high