

**DESCRIPTION FOR CANDIDATES**

- Title:** Health Marketing & Customer Relations Executive (*Internship*)
- Salary:** £16,740 (pro rata) *Negotiable for those who can demonstrate considerable experience*
- Location:** Loughborough
- Hours of Work:** 25 hours/week plus commitment to complete our Fast-track Internship Programme\*  
*(variable & flexible; availability to work outside normal office hours is essential)*
- Start Date:** July-August 2018 (earlier will be preferred)
- Duration:** Internship 6 months  
*(Opportunity for full time position available post-internship)*
- Responsible to:** *CEO: Martin MacDonald*  
*Head of Nutrition: Sarah Duffield*

**SUMMARY OF POSITION**

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The Mac-Nutrition Collective is a syndicate of companies working to promote and further true evidence-based nutrition, through education, mentoring and consultancy. It consists of Mac-Nutrition ([www.Mac-Nutrition.com](http://www.Mac-Nutrition.com)), the MNU Certification ([www.Mac-NutritionUni.com](http://www.Mac-NutritionUni.com)) and the Mac-Nutrition Mentoring Lab ([www.Mac-NutritionMentoringLab.com](http://www.Mac-NutritionMentoringLab.com)). The role is designed to give a hard-working, dedicated 2<sup>nd</sup> year student, or recent graduate, a supported and structured route to becoming a sought after team member of The Mac-Nutrition Collective and it's continued and exciting growth in 2018-2019.

The Health Marketing & Customer Relations Executive Internship 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.

This is a vital position where accurate, professional and timely customer service must be delivered to our customers via e-mail, telephone, live chat and social media. You will be required to use vast communication skills and flexible problem solving skills to assist customers across a wide variety of enquiries in a positive manner, by considering how to provide the best experience from the customer's perspective.

***\*Full details of our Fast-track Internship Programme will be provided during the application process***

## KEY OPPORTUNITIES AND ACTIVITIES/DUTIES

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- Initially shadowing the external multi-channel communications (e-mail, telephone, live chat and social media)
- Providing excellent customer service to enquiries from the public, our clients, prospective students, the media and other businesses within a 24 hour window on the aforementioned communication channels
- Handle dissatisfied customers by empathising, apologising and being solutions-focussed to resolve issues via e-mail, telephone or face-to-face
- The successful candidate will receive Marketing Copywriting training to develop their promotional e-mail writing skills
- Attending, and actively participating in Mac-Nutrition talks, conferences and events
- Assisting in the day-to-day running of Mac-Nutrition, MNU and the Mac-Nutrition Mentoring Lab
- Playing an active part in keeping the Mac-Nutrition and MNU websites and social media platforms up-to-date including but not limited to fielding MNU student questions and queries
- Making significant contribution to The Mac-Nutrition Collective's large on-going projects
- Any other duties as may be requested

## PERSON SPECIFICATION

### QUALIFICATIONS AND EXPERIENCE

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#### Essential

- BSc in English, ideally combined with Sport Science or a Nutrition-related area (2:1 or above)
- GCSE English Literature and Language (Grade B or above)
- Customer-orientated to deliver the highest standards of customer service
- Excellent typing skills and phone manner
- Demonstrate clear, effective and professional communications with attention to detail
- Possess a thorough but efficient approach and strategy towards tasks

- Computer proficiency with IT systems, MS Office, Web Browsers and Mac Mail/Gmail
- Is well versed with The Mac-Nutrition Collective and our activities
  - e.g. has been to one of our events/1-day workshops; has followed us for many years; has written articles for us, understands our mission statement

### **Desirable**

- Experience within a service based industry **or** customer service role
- Ability to touch-type
- Mac-Nutrition Mentoring Lab Subscriber

## **ESSENTIAL SKILLS AND ABILITIES**

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### **Essential**

- Ability to work under pressure
- Good comprehension and composition skills with an ability to understand issues and compose grammatically correct, concise and accurate written responses
- Demonstrate conflict resolution and negotiating skills to determine customer needs and provide appropriate solutions for customer satisfaction
- Ability to prioritise own workload, and balance conflicting demands and tight deadlines
- Excellent problem solving and decision making skills
- Ability to work with a sense of urgency and adaptability in response to changing business needs
- Ability to communicate fluently, in English both verbally and in written form
- Ability to communicate complex information in terms that are easily understood by a wide range of audiences

### **Desirable**

- Excellent communication skills
- Proficient in the use of social media
- Demonstrate a strong sense of ownership and team work

## PERSONAL DISPOSITION

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- Availability/willingness to observe and support various activities and projects within The Mac-Nutrition Collective at short notice
- Displays an energetic, positive, helpful, 'above and beyond' attitude
- Willing to support others in the pursuit of business goals
- Personal integrity and the ability to invoke trust & respect from others
- Has a demonstrable personal interest in sport, health and or fitness

## MISCELLANEOUS

## PROBATION

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- The first 3 months of this appointment will be regarded as a probationary period

## APPLICATIONS

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

**Deadline for applications: Monday 30<sup>th</sup> April 2018**