



we're HIRING!

Marketing Executive

Remote Based: UK
Reports to Senior Marketing Manager



Job Overview

This is an exciting opportunity for a dietitian or nutritionist with a passion for marketing to transition into industry. Join our dynamic marketing team in the UK and Ireland's fastest-growing medical nutrition company, where you'll help shape innovative campaigns and make a real impact on healthcare professionals and patients.

You will have the opportunity to create social media content for dietitians, work on new product launches for medical nutrition and support the end-to-end execution of Nualtra's marketing activities. With a strong focus on content creation, you'll work on Nualtra's industry-leading *Dietitian Café* podcast, manage digital marketing assets, develop website content, and support the promotion of our latest product innovations.



Key Performance Indicators

1. Support in the delivery of FY26 Marketing Plan Objectives such as brand awareness and new product launch success.
2. Work alongside the marketing team to deliver packaging artwork submissions for New Product Development
3. Growth in Podcast streams



Knowledge, Skills & Experience

- Experience using creative suites such as Adobe Creative Cloud or Canva desirable, but all training will be provided.
- Hands-on experience with WordPress and WooCommerce (desirable, but training provided).
- Strong social media skills, particularly Instagram content creation (UGC-style).
- Excellent written English and attention to detail.
- Highly organised with the ability to manage multiple projects simultaneously.

Personal Attributes

- Creative with a keen eye for design and brand consistency.
- Proactive, organised, and comfortable working in a fast-paced environment.
- Strong team player who can liaise effectively with multiple departments.



Learn more about Nualtra at: www.nualtra.com



Key Objectives



1 Digital Asset & Resource Management

- Maintain and update all marketing collateral including price lists, product data sheets, brochures, and the product compendium.
- Ensure all assets are version-controlled, up-to-date, and easily accessible to the wider team.

2 Campaign & Promotional Support (Marketing and Sales support)

- Create and schedule promotional content and brand reminders.
- Manage selection and ordering of brand reminders, promotional merchandise and giveaways.
- Create engaging social media content (primarily Instagram) in a UGC-style, authentic tone.
- Work with Strategic Account Managers for events/exhibitions in terms of planning and brand support

3 Podcast & Audio Content

- Edit, produce, and polish episodes of The Dietitian Café podcast (Adobe Audition).
- Manage distribution and uploading to Apple Podcasts, Spotify, and other platforms.
- Create promotional assets, show notes, timestamps, and social media clips.

4 Website Management (Wordpress & WooCommerce)

- Update and maintain website content, including product pages, pricing and campaign landing pages.

5 Artwork Co-ordination

- Liaise with Senior Marketing Manager, NPD/regulatory/manufacturers to develop and prepare draft packaging artwork for submissions, edits and approvals (ACBS).
- Edit and adapt artwork using Illustrator as required.

Sales & Marketing Team Values



Learn

We are curious, seek opportunities to learn & strive for continuous improvement



Do

We solve problems, challenge the status quo, & prioritise customer touchpoints



Respect

We are non-hierarchical and build meaningful connections with each other



Fun

We laugh at each other & ourselves; we don't take ourselves too seriously



Agile

We respond quickly to opportunities & challenges.