



Social Media Contributor Positions Description - October 2017

This document outlines the positions currently available at The Nutrition Press. Please read this document carefully before submitting your application.

Background

The Nutrition Press is a student-run not-for-profit organisation founded by Rachel Ben-David and a group of students who are passionate about nutrition. The Nutrition Press aims to provide students with an opportunity to immerse themselves in the nutrition field, through voluntary contributions via the website, social media, networking events and various other mediums. Here at The Nutrition Press, we are proud of our students and want to provide everyone with a change to get involved.

Our Aims:

- To provide a valuable and easily accessible online resource, produced primarily by nutrition and dietetics students throughout Australia.
- To act as a credible source of scientific information on key nutrition related issues founded on evidence-based practice.
- Encourage innovation and the accumulation of knowledge within in the Australian nutrition student body
- To help produce informed and aware nutrition and dietetics graduates who have experienced a wide range of opportunities, and have advanced their knowledge beyond that of the classroom.

What benefits will being a volunteer at The Nutrition Press team have for me?

- A fantastic opportunity to develop your writing, digital content production or administration skills in a supportive and innovative manner.
- An excellent resume building opportunity - employers love seeing involvement in volunteer organisations, especially The Nutrition Press!
- A certificate of recognition after you have been productively involved in The Nutrition Press for twelve months, and the opportunity to gain a referee/reference for your resume.
- The opportunity to network with other students and young health professionals involved in the organisation.

*Please note that all members of The Nutrition Press team are volunteers. We do this because we love nutrition and want to make the internet a better (and more evidence-based) place!

Applications for all position close at 11.59pm AEST on Sunday 29 October 2017



1. Social media contributor

Volunteer position

Content published on our social media pages has been, and still is, an integral part of The Nutrition Press. Through our social media pages we aim to keep students and young nutrition professionals informed and up-to-date with the latest nutrition news and personal perspectives. Our social media pages combined reach up to 200,000 people per month and you will have the opportunity to influence our audience directly.

This role would be perfect for someone who is studying or working part-time. The flexibility of social media means that you are able to plan and schedule posts in advance, and can easily work around a busy schedule.

Please note that this is a volunteer position.

Role statement

The following points outline the role and its expected commitments:

- We are looking for a number of volunteers who have a passion for nutrition and communications to contribute daily social media content to The Nutrition Press' Facebook and Twitter pages
- Successful applicants will be involved in researching, developing and posting interesting and engaging social media content targeted at nutrition students and young health professionals
- The successful applications will be expected to make a total of two to three posts on our social media daily. This will include content from The Nutrition Press and other news/media outlets. Replying to relevant comments and direct messages in a timely manner is also expected.
- Content published on The Nutrition Press must be in-line with our aims and mission statement. Content should aim to be a mix of evidence based information and easy to digest visuals (eg. memes, infographics, etc.)
- Nutrition content writers should expect to commit approximately two to three hours per week to developing and communicating social media content for The Nutrition Press.

Selection criteria

- Currently a student or new graduate (less than two years since graduation) who is completing/has completed a university level nutrition, dietetics, health science (with nutrition major) or public health nutrition course.
- Have a strong understanding of evidence-based practice and an ability to understand and critique scientific literature.
- Interested in developing your social media and digital communication skills
- No previous experience is necessary! We encourage students and young nutrition professionals of all ages and experience levels to apply.
- Applicants must be enthusiastic about nutrition, organised and **committed until August 2018**

How to apply

Please send the following to director@thenutritionpress.com with the title "Application: Social Media Contributor":

- A copy of your resume (Microsoft Word or PDF format only)
- A few sentences on what *you* could add to The Nutrition Press team (we love unique perspectives and interests)
- A completed copy of the following task (Microsoft Word or PDF format only):



1. Choose two of the following articles and create **one Facebook** post and **one twitter** post for each. Please include post text, title, images (if relevant), hashtags (if relevant) and a link to the article:

<http://thenutritionpress.com/multivitaminsdebunked/>

<http://thenutritionpress.com/surgery-to-treat-obesity-weighty-step-or-the-best-approach/>

<http://www.abc.net.au/news/2017-07-26/sugar-in-heinzs-toddlers-snack-naturally-occurring/8745884>

<https://theconversation.com/a-healthy-diet-is-cheaper-than-junk-food-but-a-good-diet-is-still-too-expensive-for-some-57873>

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Here is an example post from our Facebook Page:

Who's getting your vote? A look at key 2016 election healthcare policies from the major parties

"It's now becoming known that young people could make a big difference in Aussie elections. So many of us aren't enrolled to vote and, if we were, we could make a big difference in some of Australia's most marginal seats; enough to swing an election result in our favour and make the politicians starts making policies that benefit us!

Phoebe looks at healthcare policies from Labor, Liberals and the Greens to help you decide who you want to vote for.

Election Day is getting close, don't waste your vote!"

<http://www.thenutritionpress.com/health-and-nutrition-policies-election-july-2016/>

Here is an example post from our Twitter Page:

What food snobs can teach us about mindful eating

"How is your relationship with food? @storehousescoop explain how we could all learn a lesson from food snobs #mindfuleating #nutrition"

<https://t.co/nCfmHVgC9x>