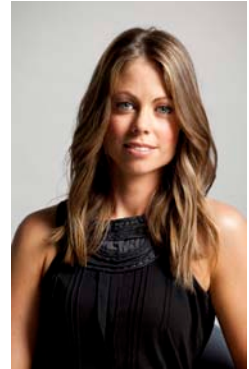


Careers for Dietitians in media/marketing

Glenys Zucco

I graduated from Deakin University in 2003 and commenced a role in the food industry at Simplot Australia. Having enjoyed the marketing and communication aspects of my role at Simplot, I took on a media role at Dairy Australia. As Nutrition Media Manager, my focus is promoting the health and nutrition benefits of dairy foods via the media. This involves writing regular media releases and editorials, building relationships with key journalists and acting as Dairy Australia's nutrition media spokesperson. In recent years I have been able to channel my passion for sports nutrition, by initiating a milk and sports performance strategy at Dairy Australia. As an accredited sports dietitian I have also worked with numerous state and regional sporting clubs and athletes and currently consult to the AFL Victoria State Academy.



Interview

What is the role of a dietitian working in media/marketing?

The role can include developing and implementing nutrition marketing strategies, campaigns and materials, or creating evidence based nutrition messages or copy for marketing communications. A media role could involve acting as a nutrition spokesperson, participating in media interviews and developing communication materials for media such as articles, blogs or media releases.

Where does a media/marketing dietitian work?

Media or marketing dietitians can work for food companies, industry bodies, organisations such as DAA or Nutrition Australia or even PR companies. A number of dietitians have established careers consulting to companies and some have even developed their own companies specialising in nutrition-related communications. With the emergence of Social Media, dietitians are becoming creative in how they use online forums such as blogs, twitter and facebook to communicate.

What experience and qualifications do you need to work in media/marketing?

Some people go on to do a postgraduate marketing course. Experience in project management, reporting and evaluation and budget management skills are particularly important for marketing roles. For media, high level communication skills are important, which can be improved through media training and writing courses.

What are the highlights?

Working in marketing or with the media is fast paced and exciting! I enjoy combining my nutrition knowledge with strategy development and project management, and love the buzz of working to a tight media deadline. I think the best part of working in media and marketing is the opportunity to communicate nutrition messages to so many people at once.

Advice for students who are interested in working in media/marketing?

Join the DAA corporate interest group and get along to any of the branch meetings. Volunteering or seeking work experience in a food company or organisation will give you a good insight into the types of roles available and will also stand out on your resume! If you are interested in media, contact your local paper and see if you can provide a regular column.