



Digital Marketing Internship Job Summary (Remote)

In this collaborative, entry-level role, you will get a chance to learn important skills and gain professional experience by working on digital marketing campaigns with our executive team. Our ideal intern candidate has a fundamental understanding of digital marketing best practices, graphic design abilities, social media channels, web development experience, and strong written communication skills. Applicants should be current students in a bachelor's degree program, or graduate level business program.

About Rehab Boost Inc.

Rehab Boost is a pioneer in digital health Artificial Intelligence (AI) body motion detection rehabilitation technology that provides real-time visibility and feedback into patient's virtual home-based programs. Our technology is widely accessible via any smartphone, internet or monitoring device. We offer clinicians the ability to personalize patient pathways, with an extensive library of exercises and the ability to customize treatment plans that include multi-joint support, MSK and range of motion. We provide patients the ability to rehab anytime anywhere with instant AI instruction and progress tracking.

Duties & Responsibilities

The digital marketing intern will be responsible for developing and helping to deploy digital marketing strategies that drive product awareness and adoption. This internship is an opportunity to work closely with a team of experienced, executive level professionals. The intern will work closely with the executive team on various projects, including but not limited to: creating content, landing pages, social media campaigns, email marketing and website design. We are looking for someone who can contribute to our online marketing efforts by working in a fast-paced business environment which requires excellent communication skills and strong analytic abilities. Our interns have access to all social media channels like, Google Analytics, Facebook Ads, Pinterest, Instagram, Twitter and LinkedIn. ***Applicants should be current students in a 4-year post-secondary program, graduate business program, or recent graduates. Please send portfolio samples along with your resume to apply for this position.***

Detailed job duties include:

- Develop and execute digital marketing campaigns for the company.
- Create, maintain and optimize content that is relevant to our clients' business goals.
- Work with internal teams on ad copy development projects as well as other related tasks in order to ensure successful execution of campaign objectives.
- Manage all aspects of online marketing including but not limited to: design, build, testing, optimization and reporting.
- Assess client needs by conducting research.
- Coordinate with other departments and outside vendors as needed

Skills and Qualifications

- Currently enrolled in a four (4) year college, graduate business school, or recently graduated with a degree in marketing, business, communications or related fields
- Internship experience(s) working with digital marketing and/or advertising campaigns
- Experience using Google Analytics to analyze data and develop actionable insights for clients
- Ability to work independently on multiple projects in a fast-paced environment
- Strong organizational skills
- Strong written and verbal communication skills