Marketing & Digital Communications Intern

InsideTracker is seeking a graduate student who will serve as an intern to help us maintain and develop our digital marketing platform. A successful candidate would be able to dedicate 10-20 hours per week. This is a paid position.

RESPONSIBILITIES

Digital Marketing
- Assist in planning and developing marketing/content calendar
- Write content for variety of digital marketing tools
- Assist with analytics

Social Media
- Assist with social media calendar, brainstorm ideas for new and innovative campaigns
- Draft, edit, and schedule content for social media channels
- Monitor social media and website analytics on a weekly basis

Other
- Assist in planning, writing and managing InsideTracker blog
- Develop flyers, direct mail, invites, and other collateral and sales tools

REQUIRED QUALIFICATIONS
- Graduate student or enrolled in other post-graduate studies.
- Prior experience in Marketing, Advertising, Communications, Public Relations, Journalism, or related field
- Background in and/or knowledge and passion for nutrition
- Excellent written and verbal communications skills
- Knowledge and experience with social media platforms
- Strong attention to detail and organizational skills
- Ability to prioritize, multitask, and meet deadlines

Company Description:
InsideTracker is a personalized health analytics company founded by leading scientists, physicians, nutritionists and exercise physiologists from MIT, Harvard and Tufts University. The InsideTracker platform analyzes and tracks key biochemical and physiological markers as they change over time. InsideTracker uses sophisticated algorithms and large scientific databases to determine optimal zones for each user’s markers. InsideTracker’s expert system then provides science-driven lifestyle and nutrition interventions that empower people to optimize their markers. When optimized, these marker levels have been scientifically proven to increase
vitality, improve performance and extend life.

Our vision is to extend the quality and duration of human life by empowering individuals with the information they need to manage and optimize their own health. We believe that by providing a dynamic, personalized analytic platform at the intersection of biology, science and technology, then distilling the results into simple, natural and sustainable paths for people to follow, we can increase vitality, improve performance and extend the life of every person who is committed to achieving their full potential. Our community of users ranges from professional athletes achieving the highest levels of success in their sport, to weekend warrior marathoners and triathletes, CrossFitters, healthcare professionals and health-conscious consumers.

Please send your resume with a cover letter to Erin Sharoni at esharoni@insideTracker.com