



Business Development Intern

PulseMedica is looking for a Business Development intern to join our team at our Edmonton location. We are looking for a self-motivated team member who is comfortable and adaptable with working in a dynamic and high-paced environment and who has natural curiosity and creativity in business as well as effective communication skills.

About the Company

PulseMedica is an Edmonton-based company with a very bright future. We are developing a medical device to treat eye conditions with the goal to cure retinal disease. Our vision is to revolutionize retinal treatments to provide patients with exceptional outcomes and, ultimately, change the world by preventing blindness related to eye disease.

In 2020, PulseMedica graduated from one of the most successful technology and business accelerator programs in North America called Creative Destruction Labs (CDL). This experience has solidified PulseMedica's determination to become a billion-dollar firm.

Our focus is now on developing a state-of-the-art 3-dimensional eye imaging and high precision laser surgery medical device, and we're looking for exceptional employees to join us and be part of making our vision a reality.

The Opportunity

The Business Development role provides a unique opportunity to work with a group of talented and energetic people and to contribute towards supporting the direction for the company's future technology. The successful candidate will actively support the company in many aspects of the business.

Responsibilities include::

- Write original content for promotions, events, newsletters, blog posts, social media
- Create standardized email meet & greet, outreach, follow-up, and similar communications
- Research potential content for publications and programs (events, organizations, people, topics, and similar)
- Design layout & artwork for email, newsletter, blog post, social media (visual/graphic design)
- Identify funding and partnership opportunities for PulseMedica and assist with the application process.
- Apply strong analytical skills, dive deep into large data sets and formulate effective strategies

- Support with the development of commercialization plans, distribution channels, organizational policies, employee handbooks and marketing collateral
- Organized, can manage multiple different projects at the same time
- Follow company style guide and tone
- Ongoing updates to subscriber lists & contact database - other tasks as required
- General administrative support as needed

Qualifications & Skills Required:

- Good writing skills and great command of the English language
- Good eye for designing artwork & digital assets
- Active on social media channels: Twitter, Facebook, Instagram and LinkedIn
- Familiar with office tools such as Google Drive, PowerPoint, Word, Monday or similar
- Familiar with a graphic design program such as Photoshop, Adobe Suite, Canva, or similar
- Comfortable with CRM and marketing automation tools like HubSpot
- Marketing Communications, campaigns, and/or advertising experience
- Manage SEO and Google Analytics
- Event coordination and planning experience beneficial
- Highly organized and can manage multiple different projects at the same time
- Polite, happy to help, enjoy interacting with people
- 2-5 years of experience in marketing and communications/2-5 years of experience in business development

Requirements:

- Bachelor's degree (in progress) Commerce, Marketing, Public Relations or equivalent

Duration: 16 weeks, Full time Temporary (Monday to Friday at 8 hours per day or 40 hours per week)

Anticipated Start Date: January 3rd, 2022

Anticipated End Date: April 29, 2022

Salary: \$18-25 based on experience

Schedule:

- 8 Hour Shift
- Monday to Friday

Location:

- Edmonton, AB (Preferred)



Please note that the successful candidate will be expected to work on site at the University of Alberta, however, this is subject to change to include a work site within Edmonton and surrounding areas.

Contact: info@pulsemedica.com for further information and/or share your cover letter and CV.