



## NOW HIRING: Digital Marketing Intern

### Who We Are

Pure Processing was founded with the mission to make surgical instrument cleaning faster, safer, and more ergonomic for one of the most important departments in the whole hospital: sterile processing. By engineering & manufacturing equipment to support these objectives, we help hospitals deliver on the most sacred clinical promise: optimal patient safety & care.

### Job Description

The Digital Marketing Intern is responsible for assisting in the execution and planning of marketing campaigns and digital efforts to drive sales leads and brand awareness of Pure Processing products & services.

### Salary

\$16/hourly + Summer Hour Friday's

### Job Responsibilities

- Creates the social media posts, e-mail blasts, content, forms, landing pages, and more to execute biweekly marketing campaigns
- Creates and writes content for campaigns, including blog posts, infographics, videos, and more
- Supports SEO efforts by conducting keyword research, optimizing web pages, content and advertisements
- Builds segmented marketing campaigns; maintains list health and reports performance to sales teams
- Identifies improvements to key marketing channels, including digital, video marketing, social media, e-mail, automated segmented campaigns, and more
- Conducts market research on key customer segments; presents findings to marketing & sales teams
- Manages HubSpot marketing campaigns; reports on the effectiveness of campaigns to marketing management
- Maintains accurate HubSpot and Salesforce data; cleans-up data as required
- Attends weekly meetings with marketing and sales; presents new content, metrics, and data
- Maintains website; adds, removes, or edits web pages with new content and collateral

### Skills & Requirements

- Enrolled in a Marketing or marketing-related degree
- Must have a strong academic record (3.5 GPA or higher)
- Strong communication, interpersonal and time management skills
- Ability to work in a fast-paced environment while maintaining work quality & meet deadlines
- Ability to work in an office 5-days a week, and commit to mid-May to mid-August

**For questions regarding this position, please contact:**

**Megan Pietura | Human Resources & Operations Manager**



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