



Job Title: Social Media Internship

Job brief

We are looking for a talented social media intern to administer our social media accounts. You will be responsible for creating original text and video content, managing posts and responding to followers.

As a social media intern, we expect you to be up-to-date with the latest digital technologies, social media trends and best practices. You should have excellent communication skills and be able to express our company's views creatively, effectively and within our brand guidelines with the overall goals of increased followers, post engagement, website traffic and conversions.

Candidates with experience in and knowledge of the sports and performance industry will be given priority consideration.

Responsibilities

Create, maintain, and grow new and existing social networks
Perform research on current benchmark trends and audience preferences
Design and implement social media strategy to align with business goals, including content calendar development
Determine KPIs, suggest website conversion goals, and complete ongoing reporting
Generate, edit, publish and share engaging content
Monitor social impact on website traffic
Communicate with followers, respond to queries in a timely manner and monitor customer reviews
Oversee social media accounts' design (e.g. Facebook timeline cover, profile picture, etc.)
Suggest and implement new features to develop brand awareness (promotions, competitions, paid/boosted posts, etc.)
Stay up-to-date with current technologies and trends in social media, design tools and applications

Desired skills and experience

- Hands on experience in content creation and management
- Excellent copywriting and proofreading skills
- Ability to deliver creative content (text, image and video)
- Solid knowledge of SEO, keyword research and Google Analytics
- Vast knowledge of social tools and management capabilities (Facebook Business Manager and Facebook Analytics)
- Understanding of each platform's role and purpose, along with specifications (paid and organic)
- Excellent communication skills
- Analytical and multitasking skills
- Experience with Hootsuite, Sprout Social, or HubSpot

CoreX Therapy Pro by Perfect Practice, Inc.



Product Developed in 2008 by founders Ajit Chaudhari and Chris McKenzie, Perfect Practice was born out of a real world need they had while training professional athletes. Over 30 years of practicing in orthopedic and sports therapy, as well as biomechanical research, Ajit and Chris kept running into the same three issues; Limited Product Versatility, No Real-time Bio-Feedback and No Performance Tracking. These issues were not only making their lives more difficult, they were also limiting patient outcomes. Most clinical core training tools often required significant training in order to achieve desired results. Training tools were bulky and manual in nature. They required trained professionals to provide feedback to clients on proper technique and modification. The tools lacked objective measurement while in functional positions, like a squat and failed to measure all planes of motion. Physical therapists and trainers relied on self-reported outcomes in order to monitor and control a client's progress. Results were subject to human error and other distractions. Reputations were on the line as liability was shared between the physical therapists, trainers and clients.

Perfect Practice is a patented (US#8,284,070) sensor technology that measures lumbo-pelvic motion during functional movements. It is an assessment device which allows for measurement of a position of interest, e.g., a body part, while a subject is in a functional position, such as may be required for the demands of an activity of interest without also requiring a lengthy setup time, tethered connection to other equipment external to the subject or tedious manual measurements. Moreover, a feedback indicator such as an alarm or other output is provided through the CoreX mobile application for immediate, real time feedback, such as when a functional activity falls outside a tolerance or threshold.

Team

Chris Mckenzie – Founder and Chief Clinical Director Chris is a DPT, SCS, ATC, CSCS and the former Director of Physical Therapy for the Milwaukee Bucks. He is the Founder of McKenzie Athletic Concepts, LLC providing consulting and care to professional athletes across the United States and Canada. With over 30 years working as an orthopedic and sports physical therapist, Chris has worked 25 years with professional and Olympic athletes across multiple sports.

Ajit Chaudhari – Founder and Chief Technology Officer Ajit is an Associate Professor of Physical Therapy at The Ohio State University, and Co-Director of the Movement Analysis & Performance Research Program at the OSU Sports Medicine Research Institute. He received his BS, MS, and PhD in Mechanical Engineering from Stanford University. He has over 13 years acting as a principal investigator and has had research funding from the National Institutes of Health, Department of Defense, National Science Foundation, National Highway Traffic Safety Administration, National Football League, Nike, Under Armour, and other sources.