

## **Job Description**

### **Marketing Strategy and Lead Generation Specialist Project-Based Intern (May – August 2021)**

#### **Summary**

Sparrow Robot LLC is a hi-tech startup in robotics rooted in the College of Engineering at The Ohio State University. The company has developed a number of robotic products and is at the stage of marketing. The Marketing Strategy and Lead Generation Specialist will develop company's marketing strategy and lead the marketing efforts. The performance is measured by the leads generated and ultimately the sales of the new products. This position reports directly to the CEO.

#### **Project Goals**

- The focus of the project is a set of products including an overhead patient lift, a portable mobile lift, and a rider which Sparrow Robot plans to market.
- Start the internship by studying the existing market of the three products in the first week. Then develop a content calendar for the duration of the internship.
- Develop digital advertising media, including video, image, text and website.
- Identify central-Ohio customers, including hospitals, nursing homes, medical device distributors, and retailers (installers), which use or sell the products.
- Contact one customer a day using emails or telephone calls, sending digital media, to generate leads. Initiate in-person visits or telephone calls to the leads generated.
- Demonstrate the new product to the lead generated along with Sparrow employees.
- The ultimate goal is to sell more than 10 units in the period.

#### **Skills/Qualifications**

- You are pursuing a degree in marketing or health care.
- Interest in digital marketing and customer communications.
- Experience in lead generation is desired.
- Skillful at Microsoft Office, and related marketing and social platforms.
- Skillful in building relationships.
- Highly professional in dealing with diverse groups of people.
- Initiative, diligent and independent.

#### **Location/Mode of Work**

- Sparrow Robot LLC is located in Rev 1, which is on the OSU west campus. The position is mostly remote. Occasionally you need to meet the Sparrow Robot LLC personnel to report job progress, set up demos and for various business purposes.