



## **Summer 2017 PAID Internship/Part-Time Opportunity**

*Urban Innovation21 is a public-private partnership that boosts regional economic development through 21st century innovation-driven entrepreneurship. The Pittsburgh Central Keystone Innovation Zone (PCKIZ) is a program of Urban Innovation21. The PCKIZ internship matches undergraduate and graduate students with paid internship opportunities at local start-up companies. PCKIZ internships are open to students from Community College of Allegheny County, Carlow University, Duquesne University, and Point Park University.*

**Intern Title:** Marketing Associate

**Company:** RistCall

**Overview:** We are fundamentally changing the way people interact in this age of “Internet of Things” world. Our company uses wearable technology devices and accessories to promote smart communication tools using WiFi , Bluetooth Low Energy 4.0 and Cloud computing. You will have the opportunity to join extremely talented team and work on exciting and compelling problems. Currently we are focused on wearable devices and smart accessories

**Location:** Pittsburgh, PA

**Tentative Start Date:** May 2017

**Internship Description:** You will be working with a cross functional teams focused on Product management associate (customer & engineering team), Marketing manager associate (Inbound , outbound, social media and Email), Sales manager associate (Inside sales), Project manager associate (Customer success executive). Our upcoming products are smart watch based call bell system for healthcare, wander detection beacons, hand sanitizer beacons etc. Our products use technologies such as wireless communications (TCP/UDP, HTTP, BLE) and smart based applications (Android & iOS). The products connect to AWS allowing users to communicate using WiFi and BLE technologies.

### **Responsibilities**

- Market research, competitor analysis, market segmentation, marketing communication,
- Blogging and creative content (up content) for website, landing page design, brochure, video scripting, branding and ideas for product video making, public relations or press /
- Media release, targeted marketing with social media presence, workshops / seminars for articulating the beneficiary experience, relevant documentation & material etc.
- All majorly non-technical marketing and support work will be considered as marketing management.
- Detailed description will be given during the interview process.

### **Qualifications & Experience**

- You love to learn by reading, discussion and discovering latest marketing strategies
- You are smart, engaging, witty and conversational.
- You are professional, affable and approachable
- Previous internship, work experience / project experience is plus

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**Bonus of Urban Innovation21 Internship Program:**

- Professional development workshops available
- Gain access to 1 on 1 professional development advisory mentoring service
- Opportunity to attend networking events

**Pay:** \$10 an hour; 224 hour internship assignment; maximum 28 hours per week

**How to Apply:** If interested, please email a resume to Joan Hilton, at [jhilton@urbaninnovation21.org](mailto:jhilton@urbaninnovation21.org)

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