



## **Paid Internship: Social Media Marketing Hero (part-time) (m/f/d)**

KetoSwiss is looking for a Social Media Marketing Intern to join our team for a period of min. 6 months.

### **About KetoSwiss**

Despite migraine being the 3<sup>rd</sup> most common disease in the world, to this day there is a clear lack of prevention and treatment options, as well as of a general understanding of the severity of the disease. We are here to change that. Founded by a former chronic migraineur, we developed a medical food product for the dietary management of migraine: MigraKet by Brain Ritual. The launch of the product is planned for 2023, and we need you to help us create a space where our community of migraine patients can feel understood & heard, as well as find reliable information and tips on dealing with this debilitating condition.

### **Job Summary**

We are looking for a Social Media Marketing Hero who is excited to join our passionate startup team to help manage our social media accounts, websites and community pages. You will be supporting our Marketing Manager in producing social media content for our various communication channels, analyzing social media KPIs, optimizing conversion rates, as well as boosting interactions and engagement rates with our followers, newsletter subscribers and future clients. You will be involved with our internal team in developing and adjusting strategies for developing our Mastering Migraine community and preparing the market landscape accordingly for a successful product launch. We are always excited to hear fresh input and ideas from your side!

If you want to join our mission and help us bring a solution to millions of migraine patients, apply now! This is a paid, part-time remote internship (within Switzerland or the US), directly reporting to our Marketing Manager with a flexible starting date and an opportunity to transform into a full-time position in the future.

### **Things You'll Do:**

- Engage with followers and consumers through social media channels (reviews, mentions, comments, direct messages)
- Manage our community platform and newsletter
- Create fun and relevant content (copywriting, photography, video, graphics) to engage consumer audiences and build connections, while understanding the specifics of our community and brand messaging
- Monitoring industry content, as well as social media trends for relevant content creation



### What to Bring:

- Knowledge of online trends and best practices for systematically producing social media content
- Proficiency with softwares like Canva, Later, Metabusiness, Wix, Final Cut Pro, Google Analytics
- Excellent organization skills and ability to manage and prioritize many projects at the same time
- You take initiative, embrace ambiguity and thrive in a fast-paced environment: very necessary in a start-up setting!
- Strong written and oral communication skills in English
- Legal authorization to work in US or Switzerland
- You want to take the time to understand and support the community of migraineurs – they are our nr.1 priority
- Nice-to-have: Interest in psychology/neuroscience and/or degree in life sciences/medicine/marketing
- Nice-to-have: proficiency in German

### What We Offer:

- Fair Compensation
- Flexible working hours
- Dynamic and international working environment
- Potential for a full-time position in the long run
- Learning how to successfully market an innovative product launch
- Opportunity to make a positive contribution to the migraine community
- Possibility to think and work like an entrepreneur

### How to Apply

Please send your **cover letter** and **resume** to **info@keto.swiss**. Applications will be considered on a rolling basis until the position is filled.

KetoSwiss AG is an equal opportunity employer. All applicants will be considered without regard to race, color, religion, gender identity, sexual orientation, age or disability status.