

Marketing Internship – Summer 2017

RIVANNA is seeking a resourceful, “people person” college summer intern to contribute to the rapid growth of our start-up medical device company. You will work within a talented team of professionals as we strive to achieve our mission of improving success rates and reducing complications associated with spinal and epidural anesthesia. The successful candidate will help the marketing team successfully generate leads for our sales reps and partners.

Job Responsibilities:

- Manage data within Salesforce CRM sales cloud
- Generate mailing lists for GMass eblasts and marketing emails through Mail Chimp
- Initiate emails, track results, and integrate leads with Salesforce
- Generate reports within Salesforce
- Make marketing phone calls as directed to generate leads
- Other sales and marketing related tasks as assigned

Qualifications:

- HS diploma and enrollment in an undergraduate marketing or business program
- Experience with CRM systems (Salesforce) and email marketing software (such as Mail Chimp or Constant Contact) a plus
- Comfortable making cold calls on the telephone

To Apply:

This is a full-time, paid internship from mid-May throughout the summer break. If you meet the above qualifications, please submit a cover letter and resume to hr@rivannamedical.com. Final candidate(s) will be required to submit three references.

Posting Expires: May 10, 2017

About the Company

RIVANNA is an emerging medical device Company that designs and manufactures Accuro, the world’s first ultrasound-based system designed to guide spinal and epidural anesthesia using automated 3D navigation technology. All company operations, including manufacturing, are located in downtown Charlottesville, Virginia. The Company has won numerous awards, including from the National Institutes of Health and National Science Foundation.

rivannamedical.com



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