



Marketing Intern Position

About Optimus Technologies

Optimus Technologies manufactures EPA-compliant, biodiesel fuel systems for medium- and heavy-duty diesel engines. Optimus' patented technology enables fleets to reduce fuel costs and carbon emissions (80%+) by utilizing 100% biodiesel. The Optimus system easily integrates into existing operations to facilitate the transition to low carbon fuels.

Founded in 2010 and based in Pittsburgh, PA, Optimus is driven by the vision and the knowledge that other alternative fuel solutions such as CNG, LNG and electrification are prohibitively expensive and do not provide the same environmental or performance benefits as biodiesel.

About the Position

Optimus seeks a dynamic and organized Marketing Intern to help us reach bold growth goals through a creative and multifaceted marketing strategy.

This is a part-time, paid internship at 20-25 hours per week. This position is remote with a flexible schedule. Candidates from all locations are welcome to apply.

You're a versatile, motivated doer who's excited to hone your skills in marketing and public relations. You come in with a broad skill set—you're a strong writer and at least a solid dabbler in Excel, social media, basic photo editing, and updating websites. You're keen to add new skills to your toolbox and refine the ones that are already there.

You're keen to contribute your own creativity and ideas for marketing Optimus, collaboratively hone these ideas, and execute on them. You'll be an integral part of this startup transforming fleet vehicles to renewable fuels.

What You'll Learn

This internship will provide you with a solid foundation in marketing and PR. You'll learn what goes into a comprehensive marketing strategy and have a hand in shaping ours. You'll get hands-on experience in executing each piece of our marketing plan and learn best practices in each facet along the way. We're committed to investing in your growth.

Opportunities for Growth

Optimus is entering an exciting growth phase, and we're looking for someone to grow with us. This internship has the potential to turn into a more permanent role for the right candidate.

Areas of Responsibility Include:

- Assisting with content creation and strategy for social media
- Updating our website to reflect new content, drive engagement, and improve user experience, SEO and accessibility
- Researching, reaching out to, and organizing press contacts
- Assisting with press releases
- Assisting with the development of new marketing collateral (eg, brochures and presentations)
- Engaging with online communities in an authentic and meaningful way



- Reviewing and analyzing metrics on all digital channels

Requirements

We encourage you to apply if this mostly describes you:

Communicator: You have stellar writing skills and are a clear and proactive communicator.

Meticulous: You approach your work with thoughtfulness and attention to detail.

Strategic thinker: You bring creativity and your own ideas for growing our brand to the table.

Doer: You get things done. You're eager to learn new skills and aren't afraid of taking on projects and tasks that are new to you.

Collaborator: You value and seek contributions and feedback from your teammates. You both give and receive support and aren't afraid to jump in when an extra pair of hands is needed.

Desired Skills and Qualifications

- Ability to write user-friendly copy for web and social media
- Experience with and understanding of social media—particularly, Facebook, Instagram and Twitter—for businesses/organizations
- Experience with graphic design and/or HTML and CSS is a plus!

How to Apply

To apply, please send us a resume, a short writing sample on any topic, and a brief cover letter that includes one idea you have for getting people excited about Optimus to careers@optimustec.com. Please include "Optimus Internship Application" as the subject line.

Deadline to apply: November 25th, 2019

For information on Optimus visit: <https://www.optimustec.com/> and on Twitter @optimuspgh.