Exclusive Internship for UNSW Hospo or Marketing Students

What is Springday?
Springday is an online personal training and wellness solution providing information, exercise programs, an online community and tools to motivate individuals, families and corporations to;
• set timely and realistic goals
• reach a healthy level of weight,
• maintain a good level of physical exercise and;
• aspire to be relaxed and stress free
Ultimately achieving a sustainable level of health and wellness.

Springday will have a soft launch in March 2009 with an official launch in May.

Primary Target market:
• 25 – 60 year old women looking for a simple and easy weight loss, health and wellness solution.
• Pregnant women, looking for guidance in the three trimesters of pregnancy and post pregnancy.

How Many Internships and What Experience do You Get?
Springday is offering two internships as “Online Marketing Executives” in 2009 to outstanding 2nd, 3rd or 4th Year Hospo or 2nd or 3rd Year Marketing Major students.

If you love Facebook and health and fitness, if search engine optimisation, Google Adwords, conversion improvement and web analytics light your, fire read on!

If you want to be involved with something from the start and enjoy working in a dynamic, fast moving, very unstructured environment we would like to hear from you.

Students will be given hands on experience in every aspect of running a growing online company. You will be working side by side with online experts, designers, sponsors, partners and health and wellness experts.

We will give you the business card, the support and flexibility to achieve in this role and if things work out, there is the potential for the intern to move into a permanent paid position. There is also the opportunity to earn commission for doing sales on the side.

Key Tasks Include
• Search engine optimisation of all content on the Springday site.
• Maintaining and contributing to website content
• Coordinating e-marketing strategies targeting key segments
• Creating and delivering daily electronic direct mail
• Implementing relevant promotional activities, including involvement in official launch “May is the Month of Me” in conjunction with Lululemon.
• Research and report market intelligence in relation to product, pricing, and distribution
• Ad Hoc marketing activities and projects as required
Responsibility of Interns
- Be creative, show initiative and think outside the box, we want you to add value to the business with your ideas.
- Be trustworthy and honest.
- Complete all tasks in a professional and efficient manner.
- Become a brand champion of Springday.

Capabilities Sought
- Ability to work independently
- Solid grounding in Marketing principals
- Time management skills
- Excellent written and oral English communication skills
- Friendly team player

The Opportunity
Selection of the intern will be based on submission of an application and a selection interview. The intern will be required to work one day a week or two days a fortnight and will be set weekly tasks and project-based work.

Please note that Springday is seeking an outstanding individual. The organisation reserves the right not to offer an internship.

Start of internship: March 2009, to be determined by mutual agreement, for a minimum 6 month duration.

Applications
Please prepare IN ONE FILE:
1. A 1-page cover letter, highlighting (1) your strengths (2) your likely contributions to the organisation and (3) the benefits to your career development of the internship, and
2. A 2-page CV

Send to: Georgie Drury, Founder, Springday
Email: georgie@springday.com.au
Inquiries: 0417 438 973

Closing Date: 10am Monday 9 March 2009

Selection Process
A short-list of candidates will be created and these applicants will be invited to interview at the Middle Cove offices of Springday.

**** Please note: As we are a startup and resources are scarce, interns are required to have their own laptop.