

About Us

BookAMed is a marketplace for healthcare careers. We help healthcare organisations source and hire medical professionals globally using the BookAMed platform. We have a community of 20,000+ healthcare professionals across 30+ countries. We are seeking full time interns for 2 to 6 months.

We are a UK based start-up company and have recently opened an office in Calicut, Kerala. In the last twelve months our user base has grown rapidly, and we are embarking on the next step of our growth.

Our User Acquisition strategy

A key part of BookAMed's marketing strategy is to drive user acquisition and retention by delivering content. This involves implementing an editorial calendar and disseminating the content via a blog and social media channels.

Responsibilities

- Interpret content / copywriting briefs to understand blog requirements
- Conduct high-quality research and gather ideas (online/offline) structure and consolidate the ideas to create content
- Write well-researched and high-quality content that is engaging for our blogs and social media platforms
- Write short (up to 500 words) and long-form content (500 to 3500 words) that is engaging, persuasive, plagiarism free and prompts users to take desired action on our platform
- Rewrite, rephrase or write new content
- Meticulously proofread content for errors and ensure it is written as per instructions
- Discuss research findings with content creator and management team
- Research and create visual assets design instructions & manage asset library
- Stay on top of industry trends and develop sector expertise
- Collaborate with marketing and creative team to deliver content on time

Requirements

- Masters in Functional English, English Literature, Journalism, Mass Communication, Psychology, Sociology, Philosophy or similar Social Science subjects
- Strong command of the English language
- Strong critical reasoning skills
- Excellent ability to communicate ideas
- Excellent attention to detail
- Passionate to write about healthcare recruitment topics
- Proactive
- Ability to meet tight deadlines

Location and Office Timings

- Our office is located at HiLite Business Park, Thodayad, Calicut, Kerala. No remote working – Interns and employees are expected to be based in our office.
- Our office timings are 1pm to 10pm IST (UK Shift)

Benefits

- Rs. 20,000 per month
- Internship period is 2 to 6 months, full-time.
- Opportunity to work closely with founders in a start-up environment and create outputs that will go live

How to apply

To apply, send your Covering Letter, CV and portfolio to adhikshitha.rose@bookamed.com