

Marketing Intern

Job Description | January 2024

Market leader with demonstrated scale & impact



[Wysa](#) is the world's most advanced AI-based digital companion for behavioral health that is a global tech leader in mental health. We are popular with employers, payors and healthcare providers due to its scalability and low cost. Being an AI based app, Wysa overcomes the stigma and privacy concerns that often prevent people from seeking help for their mental health.

Roles & Responsibilities

Location: Remote, Indian Standard Time [Full-time]

Type of Employment: Internship [Full-time]

We seek an energetic and self-motivated marketing intern to join our growing marketing team. Looking forward to a team member who is an ambitious individual and wants to build a career in social media and content marketing.

1. Ideate, create and design (with the design team) marketing collaterals for global clients
2. Analyze client engagement and uptake data and plan marketing initiatives to improve the numbers

3. Continuously improve the nurture pipeline for the users
4. Being able to create engaging and efficient marketing campaigns across channels after understanding the Wysa voice
5. Knowledge of security and privacy practices while using social media platforms

Qualifications & Skills

1. An individual who has interned in marketing and similar domains before.
2. Familiarity with copywriting and a flair for design.
3. An ideal person should have skills like adaptability, creative thinking and first principle thinking.
4. Must have great communication skills.
5. An added advantage is an understanding of Email writing, market research and analyses, and interpersonal skills.
6. Excellent verbal and written communication skills.
7. Familiarity with Figma and Canva will be an add-on. Otherwise, open to learning them.
8. Must have a passion for marketing and outstanding multitasking abilities.

If you are all this with a heart of empathy, it's always a plus

Why work at Wysa?

At Wysa, we do things a bit differently. You won't find us stuck in the same old corporate loops of old-fashioned hierarchy and mindless monotony. Instead, you'll find us in the cyberspace (*we're a remote company*) revolutionizing traditional mental healthcare and creating the world's most advanced conversational AI for behavioral health, all while wearing a party hat via Zoom filter!

- Wysa is expanding its footprint across the world, and fast. You will play a **high-impact role** here!
- Get first-hand exposure to a global team
- Work with the Industry leaders as the founders and senior team members are from IITs, IIMs, London School of Business and have held top positions across Goldman Sachs, Pearson, Microsoft leading cross functional global teams
- We offer **flexible work hours** and a culture where you are more than just your job designation.
- We work hard, but we rest and avoid burnout at all costs. Expect a range of employee benefits and much more!

In Their Own Words

"Wysa allows me the space to experiment my ideas and learn from them instead of following everything by the book."

-Muskan, Senior Associate

Buzzwords

Google funded, VC funded, profitable, has achieved breakeven, global team, global customers, product company, Apple awarded product, Harvard research partner, Google Play Best App of 2020, supports patients through the NHS pathway, launched the Employee Mental Health Report 2023 at the WEF's Annual Meeting, Made in India, Made for the World!

Contact Details

If you are sold, please fill out this [Google Form](#) to apply. We look forward to meeting you!