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www.progressivehealth.ca | www.afx-online.com

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## Job Posting

### Progressive Health Innovations Inc.

**Marketing Student - Video and Print** - 4 months, 30 – 35 hrs/wk

**Start Date:** May 9, 2016    **Pay:** \$16/hr    **Type of Position:** Contract w/ possibility of continuing

Progressive Health Innovation Inc. is a health technology company that develops user-friendly products for the physical rehabilitation, sports medicine and athletic performance markets in Canada, the US, Europe & Australia. We are seeking a student to manage the creative and technical production of short-form educational and promotional materials in the re-launch of our flagship product, AFX – Ankle Foot maXimizer.

#### Duties and Responsibilities

Working directly with the CEO and our advisors, the student will be responsible for:

- Evaluating our existing product support and marketing materials, liaising with our Scientific and Business Advisors to identify gaps and weaknesses.
- Participating in brainstorm sessions to develop concepts that will improve user educational experience and amplify brand messages.
- Re-vamping our existing product video and print training programs, and create new programs.
- Co-developing video content ideas that are pushed out via numerous channels vis-à-vis social media, AFXonline Website, YouTube channel, etc.
- Advising the CEO on appropriate media, costs, timelines and production process.
- Coordinating staff, equipment, budget and schedule required to complete cost-effective productions.
- Researching and writing treatment and script, in consultation with the CEO and Scientific Advisors.
- Assisting in hiring, coordinating and supervising external services such as models, and graphic designers when required.
- Directs talent and technical crew in the studio and on location.
- Ensures production equipment is serviced and maintained in good working order.
- Some graphic design work may be required.

#### Requirements

This position is partially funded by the BC Innovation Council's *Innovator Skills Initiative*, the successful applicant **must** be enrolled at a BC post-secondary institution.

- Creativity! The student will have the opportunity to create videos & print materials that will be engaging, informative and creative.
- Some experience in digital media production including video camera work and editing. (portfolio examples appreciated).
- Demonstrated ability in Windows and/or Macintosh computer applications used in media production (i.e. iMovie), digital editing and post-production.



- Excellent attitude, communication, interpersonal and teamwork skills.
- Some knowledge of human kinetics and/or sports performance (academically or as a performer or athlete) would be ideal, but not required.
- Basic skills in project management.

**Location**

The office for Progressive Health Innovations is located in a private residence, but it is separate from the residential portion of the house with separate washroom, kitchen and entrance.

If you are interested in applying for this position, please forward your resume ASAP to [northcoteconsulting@gmail.com](mailto:northcoteconsulting@gmail.com)

About Our Product: AFX – Ankle Foot maXimizer is a patented medical device used in the treatment of common foot and ankle injuries (plantar fasciitis, shin splints, Achilles tendinopathies, ankle sprains, etc.) and to improve athletic performance (balance, agility, vertical jump/explosiveness). It is backed by solid science and is used by Olympians, marathon champions, NFL, NBA, MLB, NHL and MLS teams, and professional dancers.

